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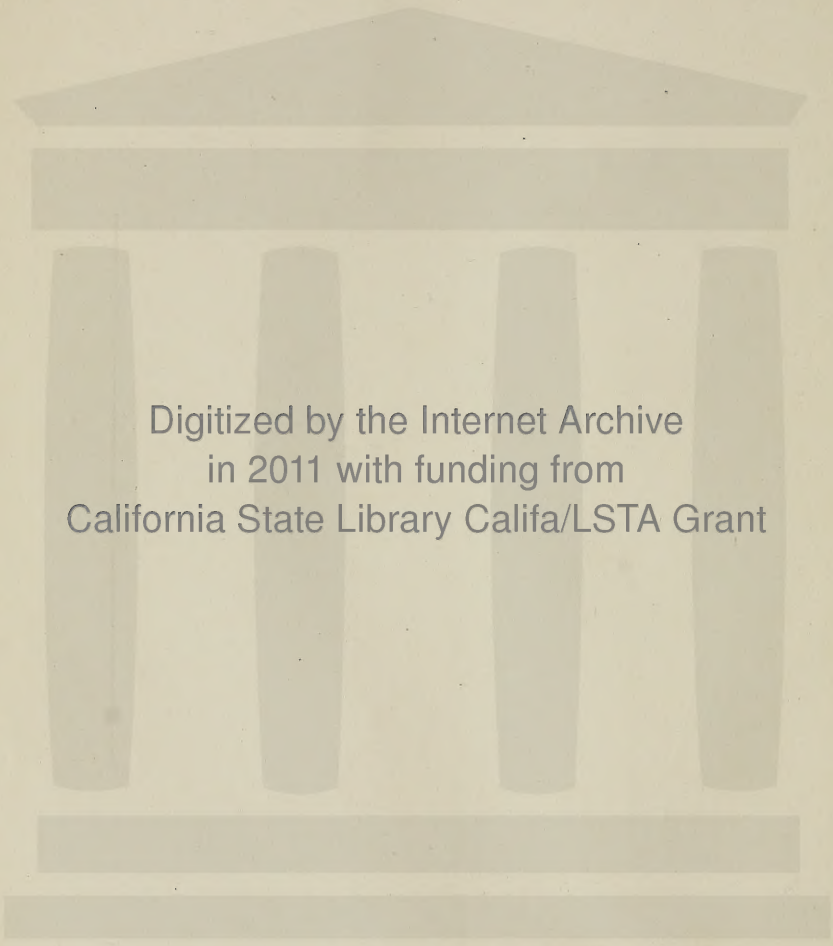
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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND CALIFORNIA

Volume Three | Oakland, California, November 23, 1925 | Number One

It is not work that kills men; it is worry. Work is healthy; you can hardly put more upon a man than he can bear. Worry is rust upon the blade. It is not the revolution that destroys the machinery, but the friction.—Henry Ward Beecher.

No Meeting of the Club

Thursday November 26, 1925

Therefore no announcement.

All members will enjoy the opportunity of remaining in their own homes for Thanksgiving Dinner.

May your day be an enjoyable one.

The following meeting is for business only—that of December 3—and will be an important one as usual.

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Official Publication of the BUSINESS AND PROFESSIONAL WOMENS CLUB, INC. of Oakland, California

Address all communications to Zannette W. Potter, *Business Manager,* Clay at Fourteenth Street, Phone, Lakeside 6700

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SECTION PRESIDENTS

Dr. Lillian Shields.....*Holding Co.*
Laurie Thorne.....*Juniors*
Hermine Kruger.....*Past Officers*
Z. W. Potter.....(Music) *Philomels*

ANNIVERSARY DINNER.

Congratulations to Mrs. Guber and her able corps of assistants on the perfect success of the anniversary dinner. It proclaimed the spirit of Thanksgiving from the Doxology of the Puritans at the beginning, to the Dance of the Mosque at the close, with its fruits and gifts laid at the altar, and the exquisite dancing of praise by the maidens of the temple.

The decorations in their splendor and beauty were a paean of joy to the eye, presenting our lovely auditorium in a new and marvelous phase.

Each artist who favored us gave still added pleasure, while the gifts from sister clubs, and the formal presentation of the piano to the club, now fully paid for by the Philomels, gave still further cause for Thanksgiving.

Ida May Bradley's interpretation of "Home" touched a deep chord in our hearts, responding still further when the quaint "Priscillas", our Juniors, presented the birthday cake.

The dinner itself brought forth unstinted praise, and we are sure that no Pilgrim Mother could surpass Mrs. Nattinger in the preparation of the feast.

The history of the club house and the record of the achievements of the club and its various sections during the past year, narrated by Dr. Shields, were a surprise to our guests, and a happy reminder to us members of the certain results of willing co-operation, and an inspiration to go on in a stronger spirit of fellowship and service.

THANKSGIVING AGAIN!

THANKSGIVING! Yep, it's here again,
To fill us full of joy!
An' thrill the hearts o' mortal men—
An' make each man a boy!
Again good folks will congregate—
Old links o' love restored—
To give thanks o'er each heapin' plate,
Around the old home board!

Thanksgiving spirit's ev'rywhere;
The air is full o' zip!
An' folks are feelin' free o' care—
A smile on ev'ry lip!
It's stolen into ev'ry heart;
It shines from ev'ry eye;
O' ev'ry mortal it's a part—
The spirit that won't die!

We feel it in our days o' youth,
An' when we're in the sere;
It lingers in our hearts, in truth,
Through ev'ry passing year;
It thrills us with its magic feel,
An' makes our pulses purr,
An' fills life's cup with pleasure real,
An' sets the blood astir!

THANKSGIVING! Ah, the joy o' it!
What memories it brings;
The dreams o' other days, that flit
Through fancy, on swift wings!
It brings the dear past back again,
With ev'ry precious year,
An' now, to bless the sons o' men,
It's come again—it's HERE!

—*James Edward Hungerford.*

Follows the remainder of the standing committee:

Civic Commiteee—Ora Pennington, chairman; Ella Andker-Peterson, Fanny Ward Miller, Dr. Luella Swauger, Ann Ryan, Hazel Lamberson; Mrs. M. B. Graham, Eloise Cushing, Mrs. Denio, Mrs. Seccombe.

Music—Zannette W. Potter, chairman; Mrs. LaCroix, Josephine Swan White, Blanche Stedman.

Activities—Zannette W. Potter, chairman.

Emblem—Gladys L. Barndollar.

Revision—Miss Bird Wilson.

Parliamentarian—Eloise Cushing.

NOTICE

The P. O.'s are very grateful to all club members and friends whose co-operation helped to make the Holding company dance of Nov. 13th last a successful party. Will those members who sold tickets and collected the cash please remit to Miss Kruger, 563 16th St., Oakland, so that final returns may be made.

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IMPORTANT NOTICE.

The *Haunted House* has been taken off the boards at the Fulton and THE WHOLE TOWN'S TALKING has been substituted. So those attending the club theater party next Tuesday (to-morrow night), November 24, will have the privilege of seeing a brand *new* comedy. Read the circular about this play enclosed in this week's HERALD. Many who had seen The Haunted House and had returned their tickets are now asking for reservations. That is good and a very wise course to pursue. Remember every ticket gives the Club 40 cents and several of these make a goodly sum —AND THE CLUB NEEDS THE MONEY! But do not buy a reserved seat ticket without one of the intermediary tickets gotten from the Club or thru the mails—*we get no credit if you have not the exchange ticket.*

KINDLY READ CAREFULLY THE METHOD OF PROCEDURE THAT APPEARED IN LAST WEEK'S HERALD. Mistakes are being made thus adding confusion to a very simple matter.

Make up your mind to go Tuesday night—it's never too late to change one's mind—and secure the necessary coupon from a club member who will be in the lobby of the theater on Tuesday night. Buying direct loses 40 cents on every ticket. Or secure at the club. Co-operate to the fullest extent on *this* party; then get in readiness for the great event of hearing *NO, NO, Nannette* on December 28 at the Auditorium Theater.

AMONG OURSELVES

Miss Ella Saylor, vice-president, entertained the Board of Directors at her home in Alameda last Sunday evening. A delightful social atmosphere prevailed and the most delicious refreshments were served in tete-a-tete fashion during the early evening. A modicum of buncum was presided over by Mrs. Guber, president, the remainder of the evening being devoted to music and sociability. Those present included Mary B. Guber, Jean Baird, Bessie W. Gustason, Mrs. B. G. Whitaker, Victoria Escoffier, Suzanne Chalmers, Mary M. Campbell, Claudine Detoy, Mabel Kuss, and Esther Goodwin. Supper guests included Maud E. Petersen and Zannette W. Potter. Miss Saylor was assisted in receiving by her sister, Maybel Saylor Peterson.

—o—

Good luck for once, eh? The play at the Fulton next week will be THE WHOLE TOWN'S TALKING—a much better play—they say —than the *Haunted House.* But give the Club credit when you plan to buy tickets. Secure a coupon from Miss Clarke or some member of the Activities Committee before going to make your purchases at the theater. Next Tuesday night some member of this section will be at the box office window to supply all those who wish to secure their tickets then.

—o—

The regular Tuesday night dancing class will be held on MONDAY NIGHT this week in the Garden Room to make way for a counter attraction, the Juniors' Installation. So prepare to come tonight at 7:30 p. m. instead of tomorrow night. Six lessons $2.50 or 50 cents per single lesson.

Continued on page 4

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CLUB NOTES—*Continued.*

Are you leaving any donations in the Fenton House cubby hole under the stairs? Christmas is near and the children at Fenton House need clothes of all kinds. Miss James told us the other evening that there is urgent need of rubbers, kimonas, dresses, middies (white), stockings, an umbrella, or two, and goods for dresses, slips, bath robes, etc.

—o—

Please summon your undivided interest in the Paper Drive being conducted by the Philomels. The MINSTREL SHOW is only one month away and our girls just must be dressed—so help them out. It is enough to don men's attire but not to have sufficient of these articles would indeed be shocking. That need can only be supplied by getting large quantities of paper to sell. You know we have a market for all you will be kind enough to donate. Thru the courtesy of Miss Barmby a goodly amount has been secured from our various libraries. And remember WE WILL CALL—just let Miss Clarke know *when* and *where* and the Phils will do the rest. Please, no magazines. We cannot sell them.

—o—

A word of grateful thanks is extended to Mrs. Levy, Mrs. Roy, her accompanist, and to Alice Zwillinger and her graceful dancers for their contribution to the evening's program last Thursday night. They surely gave an enjoyable portion of the big club party that was exceedingly appreciated.

—o—

Tickets are now ready for the *Minstrel Show;* the price 75 cents. Secure them early—we expect there will be some disappointed ones. Our hall seats 450—and first come, first served.

—o—

The Business Women's Holding company will give a whist party in their auditorium Friday evening, Nov. 27th. Miss Maude Mitchell, chairman, assisted by Carrie Hall, Nell Crowley, Ann Burr, Dr. Luella Swauger, Carrie E. Kennedy, and Hattie E. Lehnhardt. The proceeds to be used in helping to furnish the Sunset Room now being remodeled.

Any member wishing to reserve a table report to Dr. Lillian Shields.

Any one who will assist by donating a prize report to Carrie Hall.

There will be valuable prizes and a turkey order. Admission 50 cents.

The December dance of the Holding Company will be under the direction of the Junior section with Miss Grace Haskin as chairman. Card tables in the Garden Room for those wishing to play whist or bridge. Reserve the evening December 11th.

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OAKLAND CALIFORNIA

Volume Three | Oakland, California, November 30, 1925 | Number Two

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525 - 14th St. Oakland

All the gifts of fortune are just as our own humour is pleased to rate them.

LUNCHEON

THURSDAY, DECEMBER 3, 1925

65 cents the plate

BUSINESS MEETING

The usual reports, Mrs. Guber says. But are they not always interesting and do they not provoke profitable discussions? If chairmen of Standing Committees are not present kindly send written report to be read by the Secretary.

DINNER, December 10.

The manager of the *East Bay Utility District, Mr. Geo. C. Davis,* will be the speaker. We will have several directors of this organization as guests, including possibly, Dr. Barrows; and we may be favored in the presence of Dr. George C. Pardee, president of the District.

See elsewhere as to what is scheduled to take place on December 17. Let the HERALD keep you posted in this very busy month of December.

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Ora Pennington.....*Civic*
Maud E. Peterson.....*Decorations*
Gladys Barndollar.....*Emblem*
Eleanor Richardson.....*Emergency*
Leoma M. Henas.....*Hospitality*
Jennie M. Hammond.....*House*
The Philomels.....*Music*
Carrie E. Hall.....*Membership*
Faye H. Otis.....*Program*
Anna Burr.....*Publicity*
Suzanne M. Chalmers.....*Reception*
Bird M. Wilson.....*Revision*

PHILOMELS

take notice that two important meetings take place this week. We meet every Saturday night for dinner at 6:15 and practice; and again on Sunday night for further drill on our coming Minstrel Show. Dates: Saturday, December 5, and at 4 p. m. on followng Sunday, December 6, in the auditorium.

—o—

IMPORTANT NOTICE

Miss Zwillinger would like to announce that there will be no dancing class this week—too many counter attractions. Monday night is the *Lhevinne* concert and Tuesday night, the Junior dinner.

WHY?

Read again this editorial that appeared recently in the Oakland Times:

AFRAID?

Has the new freedom of woman put an "overwhelming fear of her deep in the soul of man"?

Speakers at the national conference on modern parenthood, just concluded, believe so and discern in this fear one of the shoals that threaten modern marriage.

It must be admitted that they are at least partly right. Man is afraid—afraid and puzzled at the new woman who is so rapidly emerging into complete equality with him.

He pretends sometimes that the feeling is scorn. Probably it is fear.

This feeling, speakers at the conference pointed out, makes for friction in married life, and there was too much of that even before the modern era.

One hope there is, however, for the eventual preservation of marriage.

That is that man, who now accepts airplanes, radio and twentieth century science without a tremor of surprise, may get used to the modern woman.

THANKS, EXCEEDINGLY!

Mrs. Maud Petersen, chairman *Fenton House* committee of the *Philomels,* wishes to thank all those who are donating clothing of any kind for this very worthy project. Some very lovely bundles have arrived with no name on them. In order to keep a record of all donations for reference, it is earnestly urged that the name of the donor appear on anything left in the down-stairs cubby hole. Kindly comply with this request in the cause of *system* if for nothing else.

There is immediate need just now for *bloomers, stockings, middies, bed spreads, rubbers, bed slippers,* and in fact, *anything. And baby clothes*—Miss James will never have too many of them.

Get your neighbors and friends interested in saving unused clothing for you. If necessary the Philomels will call for the bundles if you cannot possibly get your offerings to the club. But thanks for them—them are most welcome at any and all time.

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FREE CITY MAP

THE MINSTREL SHOW

Yes, on Saturday night, December 19, our colored ladies will *shine*—in more ways than one, and there will be one evening of pure enjoyment and novel entertainment for all those who can crowd into our limited club quarters. This is not a *sales talk* in order to sell tickets. They will be sold alright, in fact they are selling now. There are forty Philomels and if each averages the sale of ten tickets —there you are! Simple matter of arithmetic, isn't it? The point is, shall YOU be among those present? Please recall there were more than one hundred disappointed club members who could not get reservations for the recent big dinner and this is likely to happen with the MINSTREL SHOW. The demands for tickets is very brisk and we have scarcely begun to tell you all about it. Our auditorium only holds 450 comfortably, and we expect to utilize every inch of space in the lobby and lounge on that night. Why not? the Philomels are under great expense for costumes and music and they surely ought to make something for their Fenton House Fund and for their incidental expenses. Do help them out. You won't be sorry—it will be loads of fun. Just to hear some of the good old darky songs sung well and to see your club members dressed up "fit to kill" will be worth double the money you will pay for a ticket. The price is 75 cents. Order them now of Miss Clarke or any Philomel.

IN APPRECIATION

I desire to express my sincere and deepest thanks to all those who in any way helped to make our Anniversary Dinner such a success.

It is co-operation such as this that makes our club grow and also makes for better fellowship.

I truly believe that Robert L. Stephenson has expressed my feelings in this matter when he said: "Although We Keep Our Purses Continually In Our Hands, The Better Part of *TRUE SERVICE* Goes Unrewarded".

MARY B. GUBER, President.

—o—

AMONG OURSELVES

Faye A. Otis has gone into business for herself. She will carry a complete line of office furniture, filing cabinets, filing cases and systems. Temporary office Federal Building. Lakeside 1140. Accept congratulations, Faye. May you prosper!

Miss Ella Saylor, vice-president, is assisting Mrs. Guber in the preparation of a novel meeting on December 17. There will be a dinner instead of a luncheon as usual and there will be fun and jollity galore. It will be the *Club's Christmas Frolic.* Stunts and music—a whole varied program, etc. Watch for further announcements. September, October, November and Decemberites will sponsor the affair.

—o—

The first *Fellowship Tea* held by the club Sunday from 3 to 5 was a great success. Remember, these will occur monthly for your special benefit—take advantage of them.

—o—

Query—Where, oh where was the checker at the Anniversary Dinner? Valuable coats, furs, hats and purses were left unguarded all evening to the distress of many guests. Can we afford to do this?

Another query—Where was our *Guest Book* on that evening? Many guests locally and from afar should have been given an opportunity to register their names with us. *We are learning, step by step, however.*

Continued on page 4

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CLUB NOTES—*Continued.*

The climax of house decoration, so far as this club is concerned, was reached when Mr. John Craig, at the Anniversary Dinner, was permitted to use his artistic abilities in making of our main hall a thing of beauty and a joy supreme for the evening event. No use to attempt to describe it—impossible. It was rather the whole general effect than any detail of it that caused expressions of wonder and surprise. Possibly the stage was the most beautiful of all! At any rate the Anniversary Dinner will go down in club history as the most elaborate function of the year from many standpoints, chief among which was the decoration.

—o—

THEATER PARTY SUCCESS!

Yes, the Fulton Theater Party was a success after all—in view of a multiplicity of activities this month and the change of bill from the *Haunted House* to *The Whole Town's Talking.* This latter proved to be an excruciatingly funny comedy and every body who went was highly pleased.

But most important is *getting in the returns.* Do not wait for some tired over-worked committee-member to ring you up and solicit your attention to the fact that you still owe for your evening's fun. Pay it NOW with no more procrastinating. Let's get it all settled up and be ready for the next attraction—"*No, No Nannette*" on December 28.

—o—

A GROSS ERROR

A very stupid typographical error was noticed in last week's HERALD. In reporting the party at Ella Saylor's the third sentence thereof should have read: "A modicum of business was presided over by Mrs. Guber," etc. The Editor gets very weary offering alibis for other careless folk.

—o—

WHY HE DIED

Once there was a traffic cop
Who was kind and considerate and who
Never failed when the engine died on the
Street corner to come over and say to the
Driver, "That's too bad, but don't get excited;
Take your time, the people behind you don't mind.
This very same traffic cop died from being kissed
So, much, by motorists.

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Volume Three | Oakland, California, December 7, 1925 | Number Three

"Halve your food; double your drinking water; treble your exercise; quadruple your laughter."

DINNER

Thursday, December 10, 1925

6:15 P. M.

SPEAKER—Mr. George C. Davis

Subject—*The East Bay Utilities District.*

Members of the Board of Directors of this District will be present, possibly Dr. Pardee and Dr. Barrows.

Don't miss it—register now.

There will be music, also. The plate $1.00.

On December 17 will be a dinner put on by the birthday units of September, October, November, and December, called the Club's Xmas Jinks. And this will be a dinner dance.

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Anna Burr.....*Publicity*
Suzanne M. Chalmers.....*Reception*
Bird M. Wilson.....*Revision*

PHILOMELS

Please remember that important rehearsals take place next Saturday night, December 12—a dinner at 6:15 and also the following Sunday, December 13, a rehearsal at 4:30 p. m. in the auditorium on the stage.

—o—

DANCERS

Please be reminded that the Alice Zwillinger dancing class will resume activity this coming Tuesday night, December 8, in the Garden Room of the Club. A full attendance desired. Stay with this class if you have joined—it will close the week of Christmas for the holidays.

ARE WOMEN LOSING THEIR HOLD?

These are the gripping words that head an article in Collier's, and the suggestion comes that perhaps women are too comfortable nowadays, with our washing machines, automobiles, and electric motors, and for that reason we are slipping into mediocrity, producing no Cleopatras, Joans of Arc, Queen Victorias, Catherines of Russia, Susan B. Anthonys, Harriet Beecher Stowes, or Florence Nightingales.

Oh, me, Oh, my! I wonder if any one of us would change places today with Cleopatra, or any of the rest of the former great ones, if it meant taking the conditions under which they lived and worked? We are indeed thankful for the great unselfish workers, that assisted so greatly in woman's advancement, and we are very much interested in reading about the Du Barry, de Montespan, and de Maintenon, and the influence they wielded, but we gladly recognize that the day is past when intelligence had to be linked with a strong sex attraction in order to gain power.

If Susan B. Anthony were here to-day she would be busy teaching good citizenship, just as thousands of intelligent women are doing, while during the late war there were many thousands of young women who did the same work as Florence Nightingale, many, many making the supreme sacrifice of life unselfishly, that others might be saved.

There was no Joan of Arc, it is true, leading the armies to victory, but there were millions of women throughout the world doing the work of men, so there could be armies to lead. And to-day, the only army that any woman wishes to lead, is the army for World Peace. In every community there are leaders in that movement, untiring souls, confident, undaunted. And the signs of victory for that army are seen in many countries, to-day.

Are we losing our hold? If it means a hold by one woman upon one man, and by this greatness shining with reflected light, the answer is YES. And we are letting go that hold voluntarily; and in its stead we are taking a good strong hold with both hands, millions of women, not one, on the affairs of the world, in the home, in the community, in the nation, in the world, an intelligent hold, an educated, understanding hold and an efficient hold, a hold that is shared with any and all men that will work with the same ideals, toward the same end, a better world to live in, for us, and for those who follow after.

Doubtless some exceptional woman will rise as a leader now and then, but she will not long stand out alone on the heights, for the mass of women are so ready to push forward that they will be an impelling force working side by side with any leader, pushing her on instead of being led. And the inspiration to-day is a CAUSE, a PRINCIPLE, and not a person. No one individual, man or woman, is able to retain a grip on human minds for long, in this day. Individuals pass quickly out of mind. Ideas are eternal.

—*Contributed.*

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FREE CITY MAP

AMONG OURSELVES

What a homey atmosphere our Club home presented at the Sunday afternoon tea. As we gathered ground the open fire and told stories and "just visited" with each other, the dismal day was forgotten, and only warmth and cheer and cordiality remembered. Some surprises came in the dainty service of refreshments, and we were again impressed with the spirit of dedication, as we chanted the invocation and added our fagots to the home fire. These teas will occur monthly, the next one on the last Sunday in December.

—o—

Our roof garden is just a-pinin' for a pot of heather! Now don't all send one, please.

—o—

Sunset Hall will soon be completed. It will seat 65 at tables. Mrs. Olive T. Castle, associated with Mr. Helph, is responsible for the attractive window drapes and shades. A delightful room for luncheons, dinners, lectures, and small parties. A piano furnished. Tell your friends about it. We want ot keep it busy all the time.

—o—

Mrs. Rucker has returned from her trip to Chicago. Hopes to come to the club soon.

—o—

Plans for the *Minstrel Show* are progressing nicely. Just to see those peppy *end men* "do their stuff' is worth twice the admission of 75 ceuts. Get your tickets at the desk of any Philomel and keep the date open—Saturday night, December 19.

—o—

Bessie Wood Gustason represented our club at Sacramento last Saturday night and at the breakfast Sunday morning at a meeting of the northern California district Business and Professional Women's Clubs presided over by Anna Duffy, president of the district.

—o—

The Activities Committee reports that about $75.00 comes to the club from the recent theater party at the Fulton. Not so bad, eh? But we must do better with the *No, No Nannette* tickets. The intermediary tickets will be in next week's HERALD —so please redeem them as soon as possible, sending check to Z. W. Patter, care of club.

—o—

Carrie Kennedy is on rest cure at Fabiola just now. Her friends extend best wishes for speedy recovery.

By the way, report all sickness to Miss Clarke so that attention may be given those who would appreciate our interest in them.

—o—

JUNIOR INSTALLATION DINNER

Many Juniors, small and their friends enjoyed a very pleasant evening at the Junior Installation Dinner held on Tuesday, Dec. 1st.

The new officers—Harriet Bakewell, president; Lucille Fine, vice-president; Viola Boca, secretary, and Grace Haskin, treasurer, were installed by the past president, Laurie Thorne.

Miss S. M. Chalmers acted as toast mistress and called on Mrs. Barndollar, who introduced the idea of the Juniors in the Oakland Club; Jean Baird, Elizabeth Clow and Mrs. Irwin, who related the history of the Juniors up to the present time.

The speaker of the evening was Miss Alice Moore of the Y. W. C. A. who fascinated all present by her wonderful talk on "Girls."

Several musical selections were included in the program.

Laurie Thorne, past president, was presented with a beautiful bar pin by her fellow club members.

Both the incoming president and the outgoing president were presented with flowers.

—o—

THE WHIST PARTY

under the chairmanship of Maud Mitchell was a great success both socially and financially with 56 tables occupied and seven more taken up with bridge players. The valuable prizes were a great attraction—two lovely turkeys and 28 other beautiful prizes. Miss Elsie Beaumont won the door prize of a quarter ton of coal donated by Harry Williams's coal office. Miss E. Jones and Frances Milliken won the turkeys. The Junior girls acted as score girls and deserve much credit.

Miss Mitchell hereby extends her sincere thanks to all those who donated prizes and to those who assisted in making the evening an enjoyable one. The unique decorations from the clever hand of Mrs. Maud Petersen were a source of favorable comment thruout the evening.

Everybody had a lovely time and we can expect another whist event within a short time. Nearly a hundred dollars were realized which go to furnish Sunset Hall. Special mention should also be made of Saylor's Chocolate Shop, MacDonald Florists, Superior Ice Cream Co., Hunt Hatch & Co., and of Harry G. Williams Coal Co.

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—o—

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—o—

A Hint to Letter Writter

They beg to inquire, and they beg to state,
They beg to advise and they beg to relate;
They beg to observe and they beg to mention,
They beg to call your kind attention;
They beg to remark and they beg to remind,
They beg to inform and you'll herein find;
They beg to announce and they beg to intrude,
They beg to explain and they beg to include,
They beg to acknowledge and they beg to reply,
They reluctantly beg for a moment of time,
They beg to submit you an offer sublime;
Till I wish I could put the annoying array
Of beggars on horseback and send 'em away.

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OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND CALIFORNIA

Volume Three | Oakland, California, December 14, 1925 | Number Four

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CHRISTMAS JINKS DINNER

Mary Belle Guber, Presiding

THURSDAY, DECEMBER 17, 1925

6:15 P. M. The Plate $1.10

A Good Chicken Dinner will be served with all the fixings. There will be a lovely program given under the direction of Helena Gamble, general chairman of the last four months of the year, assisted by Josephine McClenegan, Carrie Hall, and Ella Saylor.

Items of the program appear elsewhere in this issue of the HERALD.

There will be a Xmas tree, an enjoyable program, music stunts and surprises ad infinitum.

Make your reservations early.

And best of all will be the dancing from 9 to 11:30 p. m. So bring the men folks.

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CLUB NOTES—*Continued.*

Wasn't that a charming touch to the program last Thursday night when Mrs. Rose Ough sang *On Wings of Song* by Mendelssohn so delightfully and gave a dear little encore. Mrs. Ough was accompanied by Mrs. F. Clarke at the piano. We certainly are grateful to our musical friends for their generosity and kindness in favoring us so often at the dinners and luncheons. Especiaaly Mrs. Ough. And what a charming manner is hers!

—o—

Helena Gamble, general chairman of the Club Jinks Committee, announces a fine program for next week, December 17, including a group of songs by Mr. Rudolph Caffero with Sarah Wagner Faye at the piano, a dramatic reading by Mrs. Helen M. Bergsma, a group of Xmas songs by the Philomels with a solo by Mrs. May Bunker rendering *Cantique de Noel* with accompanying voices. Mrs. McClenegan, chairman of the Septemberites, will respond to a toast, Mrs. Carrie Hall having in tow the Octoberites will have Mrs. Norma Todd Ringer give a toast and Ella Saylor of the November girls will likewise respond felicitously. Anne Ryan will speak for the December belles.

—o—

Where is the key to the south store room? Who takes it away from its place in the telephone room and fails to return it? No place to store our papers and goodness knows we need a place. Whoever is guilty *come thru* at once and restore that key to its proper place.

—o—

Along this line if every one who comes to the club will just assume a bit of responsibility as to the many things you are permitted to handle and use—it wouldn't be a bad idea! The club is only at your disposal when you take an interest in its upkeep and general order. Eternal vigilance is necessary from all of us.

—o—

New Members Month November

Mrs. Raymond Gredel, saleswoman for printing.

Cecilia V. Johnson, Real Estate & Insurance.

Daisy Miles, Sec'y, Office manager.

Mrs. Louis Lorton, Mgr. Engraving Dept.

Mae Nedt, Milliner.

Lucia Saxter, Teacher.

Mrs. Mabel Kennedy, Prop. Suit house.

Miss Rose Berry, Cashier & Bookkeeper.

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OAKLAND CALIFORNIA

Volume Three | Oakland, California, December 21, 1925 | Number Five

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BUSINESS WOMENS HERALD

Official Publication of the
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Zannette W. Potter.....*Editor*
Bird M. Wilson.....*Contributor*
Jos. McClenegan.....*Advertising*

NOTICE

The *Second Felowship Tea* at the Club House on Sunday will take place December 27th from three to five o'clock. A musical program will be rendered. Every club member is urged to be present as these gatherings are a means of becoming better acquainted and to promote good fellowship.

The Directors of the Holding Company will be hostesses. Plan to be there. Tea served from three to five o'clock.

CHRISTMAS

Two thousand years ago a star illumined the way to the birth of the greatest teacher the world has ever known, and the teaching was, "Peace on Earth, Good Will to Man", to be brought into existence through obedience to the one commandment, "Love One Another".

So simple, yet so powerful! Three words that contain a cure for all the ills of the world! Three words that prescribe a rule of conduct for all the nations of the earth! Three words that supply a creed for every sect and every denomination among the people! Three words which, if made the dominant influence in our lives, will banish all hatred, bitterness, envy, jealousy, criticism, and their attendant woes! Three words, the full consciousness of which will bring joy, happiness, contentment, health, and wealth!

What gift so great as the gift of this teaching? What knowledge so potent as the consciousness of its truth?

And in so far as we express the real Christmas spirit of unselfish love in our giving and in our celebration of the day will we be able to fervently and confidently say, with tiny Tim,

"God bless us, every one."

DIABOLICAL—OR HUMAN!

Some men declare proudly, "I never let sentiment influence me in business." Poor fellows! With them "Business is Business." May Providence preserve you and preserve me from spending our lives in a business into which no sentiment is ever allowed to enter. What is business? Is it something cold, cruel, hard, selfish, utterly mercenary? Does it demand that during the hours we spend at it we must be less than human? Is business an invention of the devil? Or can business be made as human as human nature itself? Can it be made a source of satisfaction? Can it afford us an arena in which to cultivate and develop the finest faculties and instincts God has implanted in us? Business, after all, is only another name for work. And is it not work that yields us opportunities to grow and to serve? Crush out all sentiment from our daily lives, and think you, would man rise to nobler heights or sink to deeper depths? He who scorns the thought of sentiment in business has miserably failed to learn the art of living."

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MINSTREL SHOW TONIGHT

Join the merry throng to-night—come to the club house at 8:30 and enjoy seeing and hearing thirty of your club friends give a good old-fashioned MINSTREL SHOW. In black face, men's togs, gay and festive-like and all that! There will be surprises and thrills and laughs galore—and all for sweet charity's sake. The proceeds go to make *Fenton House* a more comfortable place to live in and to make the children who live there a happier and more comfortable lot.

The tickets only 75 cents—secure them at the door. You won't be sorry you put this evening aside to enjoy a first-class entertainment.

The Philomels will thank you.

NO, NO, NANNETTE!

Tickets are going well—that is, many have come in to the Z. W. Potter box office to redeem the pink tickets sent out last week in the HERALD. Better hurry!

If you send check with stamped envelope be sure to enclose the pink ones and add the 10% war tax. You can now get any priced ticket you wish at the same booth—the club will get the credit just the same.

Remember no tickets will be redeemed at *any box office* after *12 o'clock on Monday, December 28.* So see to this at once so the club gets the credit. *Delay means loss to your club*—and can we afford to lose a cent? *No!*

PAPER! PAPER!! PAPER!!!

Oh, how we need your old papers. You would be glad to be rid of them and we can sell them for a good price—thereby paying the expenses of our Minstrel Show. Put the machinery in motion by ringing Lks. 6700 or the Club. Lks. 1470. Leave your address and we will arrange to call for your donation whenever you say. Easy, eh? *Do help.* This *paper drive will be extended indefinitely;* so get the habit of putting aside your daily papers when you have finished with them. Thank you!

AMONG OURSELVES

Mrs. George Brooks left recently for Denver—will return after the holidays.

—o—

Elizabeth Arlett is still at home ill. Best wishes for permanent recovery.

—o—

PATRONIZE OUR ADVERTISERS—TELL THEM YOU SAW IT IN THE HERALD.

DANCING CLASS

The final dance of the series will take place next Tuesday night, December 2, in the club room as usual. Miss Zwillinger will give an extra long lesson in order to accommodate those who wish to make up lost lessons. No chance after the new year. So come early—at 7:15 and dance till 9:15. All the *old* and *new* steps reviewed on this final night.

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SURPRISE PARTY

The associate editor was crowded out last week from telling of the birthday surprise dinner to Miss Potter by the Philomels before the Saturday evening rehearsal. There was so much of Webster street trains, Christmas Dinner, Minstrel Show, Theatre Party, etc., that the HERALD wasn't half large enough, for all we wanted to put in. But suffice it to say that the impossible occurred, in 40 women sitting perfectly quiet while Miss Potter came up the stairs and to the room with a look of bewilderment on her face, thinking no one had come to rehearsal. But a welcoming song reassured her. Chicken dinner and a big birthday cake with "umpty-umph" candles were much enjoyed, and a remembrance from the Philomels was presented by Mrs. Hall, a silver vanity case, that Miss Potter might always be able to "powder her nose and smile."

B. M. W.

—o—

THE EVOLUTION OF THE CHRISTMAS SEAL

Twenty-two years ago a young man stood at his work in a post office in far away Denmark. Thousands of letters were passing thru his hands, and as he worked he thought how wonderful it would be if all the happy people who were sending glad Yule-tide messages would add a special stamp to their letters and cards. That extra money would build a hospital in his town for the children sick with tuberculosis.

He told his thoughts to other mail clerks, and they formed a committee to carry the idea to the king and queen of Denmark. The plan was enthusiastically received and the first Christmas Seals appeared in Denmark in 1904. Einar Holboell had the joy of seeing the children's hospital built from the proceeds of the sale.

The idea spread to other countries, and came to the United States in 1907. Christmas Seals have now come to be as closely associated with the holiday season of the year as Santa Claus, mistletoe and plum pudding. Packages that are wrapped with holly and red ribbon do not seem complete without the little Christmas stickers. And why? Because every Health Seal that appears on letters, cards or bundles shows that its purchaser has given a helpful thought to somebody less fortunate than himself.

—o—

WELL, WELL!

And so women fail in business—just like men! Eh? Too much rouge, lack of confidence in other women and lack of seriousness were among the nine reasons why women fail in Sands of Dallas, national vice-president of the Federation of Business and Professional Women's clubs at the annual state convention here.

Other qualities which women lack, as enumerated by Miss Sands are: Vision, initiative, outside interests, tolerance or co-operation and self control.

She said they should pay more attention to their personal appearance and health.

—o—

SCOTCH ECONOMY

The Scots are thrifty, indeed, if this tale of Angus be true. About to set off on a business tour of some weeks, Angus is said to have remarked to his wife:

"Good-by, my dear; dinna forget to mak' wee Sandy tak' off his glasses when he's no lookin' at onything."

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OAKLAND CALIFORNIA

Volume Three | Oakland, California, January 4, 1926 | Number Six

Oh, year, so bright, so brief!
We fain would dream, and, dreaming, smile,
With hope's soft spell a-numb,
Forgetting for a little while
A year has gone and come!

—Guy Wetmore Carryl.

LUNCHEON

THURSDAY, JANUARY 7, 1926

BUSINESS MEETING

Mrs. Guber would like full report at this meeting from officers and chairmen of standing committees summing up the year's work and including plans for the coming months.

These reports will then form the basis for the annual reports to be submitted in March at the end of the present administration.

We will also vote on certain amendments to our constitution.

The business meeting is always a social, homey kind of meeting, too, with just members present. When one can *sort o' let go and be your se'f.* And why not? At any rate plan to be there—make your reservation.

The plate 65 cents.

Miss Ella Saylor will have charge of the January meetings with a tax expert scheduled for January 14. Miss Alice Bussell will manage the meetings in February with the exception of one under the direction of Mrs. Bakewell.

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BUSINESS WOMENS HERALD

Official Publication of the BUSINESS AND PROFESSIONAL WOMENS CLUB, Inc. of Oakland, California

Address all communications to Zannette W. Potter, *Business Manager,* Clay at Fourteenth Street, Phone, Lakeside 6700

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Harriett Bakewell.....*Juniors*
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Z. W. Potter.....(Music) *Philomels*

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Carrie E. Hall.....*Membership*
Faye H. Otis.....*Program*
Anna Burr.....*Publicity*
Suzanne M. Chalmers.....*Reception*
Bird M. Wilson.....*Revision*

PAPER DRIVE

The Philomel PAPER DRIVE will continue indefinitely. Only two tons have been gathered to date—so please continue to save all your papers and bring them to the club if possible. Otherwise let Z. Potter know your address and some one will call. Lks. 6700. But please have the bundles tied up firmly and all contents clean.

Likewise any kind of clothing, especially for children, furniture, toys, towels, bedding, etc., will continue to be needed at FENTON HOUSE—there's a changing population constantly—some new ones always needing to be clothed. Your help at any time will be more than appreciated.

NEW YEAR RESOLUTIONS

For the Club—

To resolve during the coming year to make myself a little more worthy of membership in the B. P. W. C. of Oakland.

To treat every one at the Club a little more kindly; a little more tolerantly; a little more generously.

To appreciate more fully the work others are doing; to give them the benefit of the doubt always in matters we do not understand.

To cease complaining of things that go wrong; realizing that what's wrong can usually be righted, and if not, to realize the folly of worrying.

To be slow to criticize and quick to praise.

To be prompt in all appointments be it luncheon, dinner committee or personal obligations.

To treat the Club building as if it were our own home; to preserve order and decorum comparable to a home.

To be gracious and attractive and courteous at all times.

To practice the great law of "give and take" to the end that all social contacts act as a lubricant to the workings of the Club that all may be harmony and peace within our club household.

FENTON HOUSE

was gay and festive when on Christmas eve a number of Philomels visited the home presided over so effectively by Miss James and staged a short program before acting as SANTA CLAUS to some sixteen happy youngsters housed their temporarily before seeking foster homes. Mary Campbell, of the tree committee had gone out previously and decorated a beautiful Xmas tree which fairly groaned with numerous and appropriate gifts for each youngster gathered during these latter weeks from here and there among club members and friends. There were candy and nuts a-plenty, jack knives, a base ball and bat for the boys, dolls and things dear to every girl's heart. It was a joy to behold them as Mrs. Petersen acted the part of Santa and made each child forget all else for the once, but to revel in the merry Christmas spirit. The Philomels shall continue their interest in this very worthy institution—happy and proud of the privilege it gives them to work together for so noble a cause.

ANNOUNCEMENT.

Glowing reports coming from those who attended the class given sometime ago, we are glad that Alice Burnell is to repeat her course in *Body Sculpture*—a combination of lessons in flexibility, how to charge the body with energy, correct posture, and consequent return of muscles and organs to their normal position. Mrs. Burnell is enthusiastic, knowing her method to be simple to master and quickly productive of results.

Body Sculpture

The Return to the Greek Ideal

ALICE T. BURNELL

INSTRUCTOR

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6:15 to 8:15 p. m.

BEGINNING JAN. 6

SNOW DANCE

Maude and Mabel, our doughty Peterson twins, chairmen of the January dance, have dubbed the affair the SNOW DANCE. How appropriate! This pair said why not? We have the *cold*, it's *midwinter*, it's *frosty* and *nippy weather* and all that but where is the *snow?* No sooner said then their magic minds planned to supply the *snow* and so you will see *snow* if you get a ticket for the dance and be on hand the evening of January 8 in our auditorium. Actually, don't miss it. They are secretive souls and have more than the usual number of surprises up their sleeves. The price is only 50 cents. Get tickets from Mrs. Petersen, Oakland 54, or of any member of the committee in charge. The hostess committee consists of Zannette W. Potter, Dr. Lillian Shields, Josephine McClenegan, Ella Saylor, Victoria Escoffier, Mary Campbell, Bessie Wood Gustason, Mary B. Guber with their chairmen, Maude E. Petersen and Mabel Saylor Peterson. As usual Mr. Chas. S. Seccombe will preside as master of ceremonies with Alice Zwillinger as floor manager. *Get your tickets now!*

PROPOSED AMENDMENTS TO BY-LAWS

The Board of Directors has approved of the following amendments to the By-Laws of the Business & Professional Women's Club, and will submit them to the vote of the members at the next business meeting, Thursday, January 7, 1926:

Add the following section to Article III:

Sec. 4. Any woman presenting evidence of membership in good standing in any other club in the State Federation of Business and Professional Women's Clubs, or in the National Federation, and applying for membership in this club, may be received as a member upon payment of any initiation fee.

Add the following section to Article III:

Sec. 5. Any member of the Junior section applying for membership in this club, must present evidence of membership in good standing as a Junior for two successive years immediately preceding application, and be satisfactory to the Membership Committee of this club. The dues for a Junior upon entering the senior club shall be the regular senior dues, but the initiation fee shall be two-thirds of the initiation fee charged seniors.

Add the following section to Article VII:

Sec. 8. The Board of Directors shall approve all suggested endorsements of matters outside of club affairs, before any voting thereon by the club at large.

Section 1 of Article VIII shall be amended to read as follows:

Sec. 1. Nominations for office shall be presented by a Nominating Committee of five, elected by ballot by the members of the club at the first regular meeting in February. Members of the club may recommend to the Nominating Committee the names of any member in good standing as nominee for any office indicated. The Nominating Committee shall prepare a list of nominees for all offices to be filled, and file such list with the Corresponding Secretary within two weeks after the election of the Committee, and the Corresponding Secretary shall post a copy of such list in the club rooms not later than ten days prior to the annual meeting in March. At the regular meeting one week preceding the annual election, nominations may also be made from the floor. The names of the persons so nominated shall be posted with the list presented by the Nominating Committee at the same time and place.

Election shall be by ballot at the annual meeting.

BIRD M. WILSON,
Chairman Revision Com.

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CHRISTMAS CHEER!

It may be of interest to the readers of the HERALD to know that from the proceeds of the sale of the five-pound tins of candy twenty needy and worthy families were supplied with boxes of Christmas cheer. The boxes contained fresh beef, fresh vegetables, fruits, raisins, cookies, jelly, candy, and they were accepted with surprises and gratitude.

Thanks are due Miss E. Clow, Dr. M. M. Carter, Mrs. Frey who aided in filling bags and boxes. Mrs. Myra F. Cohan, Mrs. Farrar, Mrs. Mary B. Guber, Mrs. Marshall, Mrs. J. McClenegan for donations.

Delivery of the boxes was made possible by Miss Eunice Prichard, Miss E. Clow, Mr. and Mrs. Barndollar, Mr. and Mrs. Seccombe, Dr. Kibbe, who gave their time and the use of their automobiles.

Twice as many, at least, can be taken care of next year if every member wil make an effort to boost the sale of the candy.

EDITH M. BAKEWELL,
Chairman.

—o—

THE MINSTREL SHOW

was a success—it went off much more creditably that any performer dared dream 24 hours before the drawing of the curtain upon some thirty black face club women primed for two full hours' entertainment. The audience was kind and indulgent—they refused to see the slips, in fact, every joke "went over big" and every one of the seventeen songs on the program was much enjoyed. The end men were easily the "hit of the evening" with *Victrola and Snowball* working overtime with their foolish comedy. *Calamity* and *Sambo* and *Pearline* and *Rufus* were not far behind and those present were lavish in their praise of this club's maiden effort in minstrelsy. The girls all "fell" heavily for the interlocutor's grey wig, too, and "he" got enuf proposals in that one night to do him for the rest of his days. Every body went home happy having gotten more than value received. More than $50.00 was made on candy alone—Dr. Shields' committee. The Philomels are seriously considering making of this event an annual affair. Not a bad idea, eh?

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND CALIFORNIA

Volume Three | Oakland, California, January 11, 1926 | Number Seven

Up! Face the future! Whatever the past has been, let it nerve you to spend the New Year in fathfulness and loyalty to your better self.

DINNER

6:15 P. M.

The Plate $1.00

Speaker—MRS. ROBERT HUGHES TURNER.

Subject—GLIMPSES OF EGYPT WITH A VISIT TO THE TOMB OF KING TUT-ANK-AMEN.

Mrs. Turner is a gifted speaker and being the daughter of the American Consul to Egypt places her in a position to know whereof she speaks. It was her privilege to be present at the opening of Tut's tomb—and other first hand information will make her talk little short of sensational—at least fascinatingly interesting.

There will be music. Make your reservation now.

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Phone Oakland 2282

IN FIVE YEARS—WHAT THEN?

According to statement of students of aviation problems from a commercial standpoint, in five years' time cities and towns:

Will not be "on the map" unless they have adequate landing fields for passenger and freight shipments;

Will be expected to provide facilities for air mail service, or be left behind their more progressive sister communities;

Will have cheap flivver planes for the common pocket;

Will scarcely have any inhabitants who are afraid to go up in a flying machine;

Will think nothing of flying at the rate of 300 miles an hour;

Will look to aviation to solve their transportation problems as readily as they now depend upon the automobile, the railroad and the steamship.

And that will be going some—all in five years!

—Selected.

TRUTH AND FICTION

What about that New Year's resolution? Have we changed it a bit to meet an emergency? Resolve over again if that is the case.

Perhaps one of the most difficult things in the world to do is for an undertaker not to smile when business is good.

When a man says "I'll think it over," it's a sure guess he means to go home and ask his wife.

"Nothing is easier than fault-finding; no talent, no self-denial, no brains, no character are required to set up in the grumbling business."

"Your sole contributions to the sum of things is yourself," says Dr. Crane. Let's think it over.

Some men misunderstand women—others take them for granted.

Civilization is just a slow process of learning to be kind.

There are just two sides to every question—*your* side and the *wrong* side.

Try working out that New Year's resolution—not wishing for it to come to pass.

A woman is seldom so absent-minded that she ever forgets herself.

Are you a good saleswoman? Remember we can sell, when like a good cook, we can create an appetite when the buyer isn't hungry.

Do you really like people? Then—and then only—will people like you.

Women especially can't do much in this world without some sort of backing—except when making an evening dress.

Henry Ford is teaching the old dances but some of his cars still do the shimmy.

"Be kind to dumb animals," says the humanitarium, but he gives no advice of what to do with dumbbells.

Arguing with a policeman is like turning on the light in the daytime—perfectly useless.

Horse sense seems to be as scarce as horses themselves.

Many of us swallow the maximum of flattery and chokes at the minimum of truth.

Bobbed hair is now responsible for women's hats being made in head sizes.

It's easy enough to take a day off—the only trouble is you can't put it back.

NOTICE

Notice is hereby given that the annual meeting of stockholders of the BUSINESS WOMEN'S HOLDING COMPANY, a corporation, will be held on Monday, January 18, 1926, at 7:30 o'clock p. m. of said day, at the office of said company, 1608 Webster Street, Business and Professional Women's Club Building, Oakland, California, for the purpose of electing the directors for the ensuing year, and for the transaction of such other business as may properly come before the meeting.

Dated January 5, 1926.

BUSINESS WOMEN'S HOLDING COMPANY,
By BIRD M. WILSON, *Secretary*.

This meeting will be preceded by a dinner beginning at 6:30 p. m. for all those who wish to participate. The plate 75 cents. Phone in your reservations Oak. 1470.

CLOSING MEETING.

—1925—

Wasn't Alice Burnell charming at the last December meeting, as the "Maid of '96', in her best lavender silk with its tight basque and flowing train, and wasn't her monologue clever, chatting of the events of that day? Quite a few of us were willing to admit that we remembered that far-off time, and I think that all appreciated more fully the astonishing changes that have come, after taking the little peep backward. Let's try it again thirty years hence.

And Mary Barmby's list of the principal happenings in the decade 1906-1916 brought back to even the youngest of us many interesting and forgotten events, time moves so quickly these days.

Josephine Swan White's narration of her interesting visit with the Minneapolis Club brought home the unity of thought that animates every organization of business women, and Mr. Meinert's astonishing production of real music from a *saw* was most entertaining.

Then the pearly gates swung wide open to release the Recording Angel (Ann Ryan) with her attendant angels, "with crowns upon their foreheads and harps within their hands", and long tresses (their really truly own) streaming over their white robes. They bore a marked resemblance to Mary Campbell, Claudine Detoy, Georgia Maiden and Anna Simpson. In calling the roll the Recording Angel showed an intimate knowledge of the lives of the members during the past year, and advised in no uncertain terms what their resolutions must be for the New Year. We wouldn't dare expose club secrets by publishing the details.

Our Decorating Committee gave the room a hilarious atmosphere, and Bessie Wood Gustason presiding saw to it that the year went out with a hoorah! —Contributed.

o—o

The hearing before the City Council on the Webster Street franchise to the Southern Pacific was more farcical than a minstrel show, and quite as amusing, if you could put aside one's deep feeling for our beautiful city, doomed to be desecrated by the running of heavy trains through its retail district. No other city in the United States would think of permitting it. And yet the "disinterested, unselfish" speakers who urged the franchise (every one financially interested in Franklin Street), extolled the benefits to come to Webster Street from the transfer of the trains thereto, as if we didn't know that if the trains were such a benefit every property owner on Franklin Street would be on bended knees with sledge hammers driving down the spikes to retain the tracks there. It is humiliating to be deemed so gullible. A good honest argument based on facts is always welcome, whether opinions differ or not. But such camouflage! Alas, poor Oakland! —Contributed.

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AMONG OURSELVES

Be sure to hear Mrs. Turner next Thursday evening at the regular club dinner. She will be rated one of the best speakers who have spoken before us this season. And her subject, how fascinating!

What about those dues still in arrears. Come, ladies; wipe that club obligation off your slate and send Miss Clarke a check.

How'd you like to make "I Want to Be Happy," one of our club songs? Let's try it some day.

Our club member, Mrs. Rosseter, sailed on the 2nd for Egypt, via Panama and New York. She will be gone six months, returning through Europe and England. The HERALD is promised a letter from King Tut's home, and other interesting places.

Glad to see Josephine Swan White back from her eastern stay of a few weeks.

Alice Zwillinger spent two weeks in Los Angeles at holiday time. Is back again and all those who have a dancing lesson or two coming to them from the recent series of lessons given in the club will ring Miss Zwillinger at Fr. 2662-W to arrange to make up said lessons.

o—o

JANUARY

It's mighty cold, but no use to scold;
It's January!
We ain't a-freezin' our toes and noses;
Just go out and look at the buds on the roses,
In January!
It's January!
The New Year's here, with lots of cheer.
The old one's gone with its good and its bad;
No use to look back, thinkin' what you haven't had,
In January.
But breathe down deep, till your pulses leap;
It's January!
And tackle each day with a vim and a will
That says to the world "Come on, you pill!"
That's January!

—Contributed.

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LUNCHEON

THURSDAY NOON, JANUARY 21, 12:15 Sharp

The Plate 75 Cents

Mrs. Guber says club members have expressed their regret from time to time that little music maintains and are otherwise strenuous meetings.

So it is decided that one meeting shall be devoted quite entirely to this pleasurable thing called *music*. *You* will sing, *other* club members will sing and *we'll* all *sing*, and *sing* and *sing* till dismissed at 1:30. Now don't stay away because we only sing—there may be some surprises which you will regret to miss. So come at least and *join in the chorus*.

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Faye H. Otis.....*Program*
Anna Burr.....*Publicity*
Suzanne M. Chalmers.....*Reception*
Bird M. Wilson.....*Revision*

THE HERALD STAFF

Zannette W. Potter.....*Editor*
Bird M. Wilson.....*Contributor*
Mrs. C. H. Seccombe.....*Advertising*

AND A WOMAN BETRAYED THEM!

For years, aye, a century, the women struggled to do away with the demon of rum, that their children might have the heritage of keen brains and unaffected nerves, and the power of developing those finest feelings and capabilities which alcohol so quickly destroys; that their husbands' earnings might go into unmortgaged homes, higher education for the children, automobiles and luxuries for the families; that the menace of the saloon might be removed; the community made safer for the youth, and happier for the elders.

And then, in a moment, the pendulum is swung back, back, how far none can say, when a woman, in the halls of Congress, introduces a bill to permit the manufacture and sales of so-called light wine and beer, raising the percentage of alcohol to the old level. An opening wedge, and a big wedge, for the return of the old conditions. And that woman a California woman!

One can but ask why was it done? Is it because she does not expect to be again elected and seeks to reap what sordid gain she can? For shame! Is it because she seeks re-election, and believes the anti-prohibition vote can secure it for her? Is it beause she has been made an unwitting tool by those who would hide behind a woman's skirts and camouflage their real identity from the public eye?

Whatever her reason, all women must bow their heads in sorrow that one of their sex should possess this Judas-like trait. But only for a moment must they be overcome with sorrow, and then rise, with all their power and strength, in righteous indignation, and say NO to this proposition, in such thunderous and convincing tones that not only will they reach the ears of our Congressmen in Washington, but resound throughout the world, as a warning to all peoples.

—Contributed.

CONGRATULATIONS

To Mrs. Guber, our president, who was asked by telegram last week to accept the Regional Chairmanship of the National Finance Committee of the Business and Professional Women's Clubs.

This is a signal honor to come to our president at this time—and pays a happy compliment to our club far removed from national headquarters. Thanks to the national officers for this just recognition of the Oakland B. P. W. C. thru its president. Again we congratulate Mrs. Guber.

MUSICAL TEA

The Philomels are sponsoring the next Sunday afternoon tea to be held at the club room on Sunday afternoon, Jan. 31st, from 3 to 5 p. m. There will be a program of music, a group of selected readings, a delicious cup of tea and an hour of sociability, to greet old friends and to meet new ones. Ruth Hall Crandal. delightful contralto, will positively appear upon the program. The admission is free and all club members should make an appointment to attend. Social functions are all too few among us. Business women need the sort of contact one with another afforded by the Sunday teas.

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Oakland 54
13th at Webster
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CLUB CALENDAR

January, 1926

MONDAY, JAN. 18—Holding Company meets at 7:30—Club Room.

TUESDAY, JAN. 19—Costume Party committee 7:30 sharp. Club House.

THURSDAY, JAN. 21—Luncheon, 12:15 Music Program.

SATURDAY, JAN. 23—Philomels' Dinner 6:15.

THURSDAY, JAN. 29—Club Dinner 6:15.

SUNDAY, JAN. 31—Musical Tea 3 to 5 p. m. Musical Program — Everybody Welcome. Bring Prospective Member as Your Guest. Under Direction of Philomels.

OLD-TIME COSTUME PARTY

Mrs. Guber has appointed the heads of all standing committees as a committee to handle this coming club party with Z. W. Potter acting as general chairman. This committee will have its first meeting Tuesday night, Jan. 19, to outline plans for the function to take place Thursday night, Feb. 26. So get out your old satins and silks and laces, powder your hair and sally forth on this evening first to dinner and then to the old fashion games and dances (mixed in with some modern steps) for this will be a memorable affair. There will be judges again for the best sustained character in costume, for the best couple, or group, or what not—be there without fail.

The plate will be $1.25—and it is not too early to register with the Secretary. You will read fresh details every week in the HERALD from now on. Keep informed.

CLUB NOTES

In case no HERALD reaches you by Tuesday of any week ring the editor Lakeside 6700. Then ring club secretary Oakland 1470 and inquire if your name is on club roster. There may be good and sufficient reason why your name is not recorded. Are your dues paid up in full? Again, March approaches, you will want to help elect new officers for the club. You can not vote unless your dues are paid. Draw your own conclusions.

Have you peeked into the Sunset room lately? Mighty pretty! And remember you or your friends can rent this lovely room at $5.00 per.

Glad to see Mrs. Nattinger back on the job. Went south for a fortnightly visit to her parents in Los.

Remember the Holding Company meeting for tonight. If you own stock you should be present and elect the new board of directors. Have you phoned in for the early dinner reservation at 6:30? Business meeting 7:30.

Philomels met last Saturday night after a month's vacation. Many plans underway for future events. Join this section if you wish to indulge in plenty of hard work. Please continue to contribute to Fenton House needs. Also remember the paper drive is still on. Ring Miss Escoffier when you have more than 50 lbs., it will be called for.

Alice Zwillinger would like to know when you will visit her studio to make up your *lost lesson* in her dancing class. She is keeping Tuesday night open for you.

Mrs. Gilberta Lilley is our new club secretary. Please meet her and promise your fullest co-operation in the fulfillment of her manifold duty.

Continued on page 4

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CLUB NOTES—*Continued.*

Camilla Clarke, our retiring secretary, made a host of friends in the club during the past few months and it is with regret that the club loses her services. Miss Clarke's mother is very ill, requiring her daughter's constant attendance. Best wishes go with Miss Clarke to her home duties and her future work in the business world.

———

The snow dance was a pronounced success. Congratulations to those in charge. There was good music, fun and jollity throughout the evening. More than 200 dancers were on the floor, all of whom were enthusiastic over the exquisite decorations, the result of Maud Peterson's deft hand, and the novel program provided for them. Miss Marelf looked the part against the snowy background and riveled the birds with her beautiful whistling. No dance ever given in the club room has quite measured up to the appointments of last Saturday night. These monthly dances have established themselves in our club's life as friendly gatherings of a kind that is different.

—o—

Mrs. Chas. S. Seccombe has accepted the post of publicity on the HERALD and will be glad to wait upon you for an *ad* in our columns. Contract with her for a month or more at reduced rates. A few inches of desirable space now available. *It pays to advertise in the* HERALD.

—o—

HOW IS BUSINESS?

Our statistician, after interviewing various business people, gives the following reports in business conditions in general:

"Business is dull," remarked the scissors grinder.

"Looking up," declared the astronomer.

"Dead," said the undertaker.

"Quiet," said the bootlegger.

"Fine," said the judge.

"Looking better," said the beauty doctor.

"Fair," said the car conductor.

"Rotten," said the egg man.

"Pretty soft," said the mattress marker.

"Light," said the gas man.

"Hard to beat," said the bass drummer.

"Just sew, sew," said the seamstress.

"Bum," said the hobo.

The preacher, who was the last one seen, admitted that he was working to beat the devil.

OBSERVING!

Mother brings to osteopathic physicians' office little boy who sits without comment during several of the mother's treatments. One day discovers he has a cold and suggests castor oil for him. "Not on your life, I want the doctor what rubs it into your back."

—o—

A good thing to remember
And a better thing to do
Is to work with the contruction gang
Not the wreckin' crew.

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Oakland California

BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND CALIFORNIA

Volume Three | Oakland, California, January 25, 1926 | Number Nine

"What we think, or what we know, or what we believe, is in the end of little consequence. The only thing of consequence is what we do."—Ruskin.

DINNER

Thursday, January 28, 1926

6:15 p. m. The Plate 75 Cents

AN EVENING OF TRAVEL GIVEN BY OUR CLUB MEMBERS

BESSIE B. ROLAND.....*"Glimpses of Constantinople"*

HELEN BURTON.....*"At the Hospitals of Damascus"*

SARAH R. MORAN.....*"When I Was in Spain"*

MRS. PHILLIPI.....*"Italy from the Tower of Pisa"*

MUSIC

"A BOWL OF ROSES".....W. E. Henley

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BUSINESS WOMENS HERALD

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ELEANOR HELWIG,

Chairman of Economics, Northern District of California Federation Business and Professional Women's Clubs.

Approved: Anna D Duffy, President, Northern District.

STOCKHOLDERS' MEETING

More than fifty stockholders of the Holding Company met last Monday night in the clubroom, first, to enjoy a lovely repast at which speeches were made by Dr. Shields, presiding officer, Mrs. Gustason, Joe McClenegan, Bird Wilson, Z. W. Potter, and others.

At 7:30 the business meeting was called to order and after the reading of the minutes by the secretary and the treasurer's report by Mrs. Jessen, nominations from the floor were made for the board of directors, which resulted in the election of the following: Josephine McClenegan, Bird Wilson, Dr. Lillian Shields, Hermine Kruger, Mrs. A. M. Jessen, Bessie Wood Gustason, Dora B. Cooley, Jennie M. Hammond, Mary B. Guber, Ella M. Saylor, and Carrie E. Hall. These eleven directors will meet at an early date to choose their officers from the group for the ensuing year.

—o—

BOOST

Boost, and the world boosts with you;
Knock, and you're on the shelf
For the world gets sick of the one who'll kick,
And wishes he'd kick himself.
Boost, when the sun is shining,
Boost, when it starts to rain;
If you happen to fall, don't lie there and bawl
But get up and boost again.
Boost, for your own advancement,
Boost, for the things sublime,
For the chap that's found on the topmost round
Is a booster every time.

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Gregory Ashman at the Piano

PROGRAMME

I. Concerto in A minor ..... *Vivaldi*

Allegro
Largo
Presto

II. (a) Andante ..... *Mozart*
(b) Praeludium A major ..... *Bach*
(c) Praeludium E Allegro ..... *Pugnani-Kreisler*

III. (a) Nocturne ..... *Chopin*
(b) Rondo Capriccioso ..... *Saint-Saens*

IV. (a) Hymn to the Sun ..... *Rimsky-Korsakoff*
(b) Gopak ..... *Moussorgsky-Rachmaninoff*
(c) Waltz in A major ..... *Brahms*
(d) Le Carnaval Russe ..... *Weiniawski*

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THE CHAMBER MUSIC SOCIETY *of* San Francisco

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FELLOWSHIP TEA.

The Philomels, appointed the sponsoring committee of the next Sunday afternoon tea, will be *at home* in the main auditorium of the club from 3 to 5 Sunday afternoon, January 31.

Each club member is permitted to bring a *prospective* member and a good time is absolutely assured to everyone. Two vocalists, Ruth Hall Crandall, contralto, and Mrs. Viola Myrick Cottrell, soprano, will sing and Marjorie Hamlin will read several delightful poems. The following have been asked to preside at the tea tables: Dr. Lillian Shields, Josephine McClenegan, Carrie E. Hall, Addie M. Jessen, Mrs. C. H. Seccombe, Ada Angel, Rose Berry, Mary Campbell, Laura E. Pinkston, Josephine Swan White, and Mary B. Guber. The remaining Philomels will receive, and conduct the program.

Dont forget—next Sunday afternoon—and bring some one who will be an access to our club membership.

REPORT.

The reports of the Holding Company at the annual meeting were very gratifying to the stockholders, showing that in spite of the vacancy of two stores for some months and the handicap of the anticipated transfer of the Southern Pacific trains to Webster Street, all regular payments have been made on the bank loan, quite a sum expended in alterations and improvements with a view to increasing the income, a tidy profit was made in addtion. There are still problems unsolved, and a critical situation confronting us with the coming of the trains, so the stockholders decided to place the handling of affairs in the hands of the same directors for another year, and returned the entire board, with the exception of Miss S. M. Chalmers, who requested to be relieved, owing to the condition of her health, and other demands on her time and strength. Miss Ella Saylor was elected to fill that vacancy. Plans were discussed for raising money during the year to pay off more rapidly the debt on the building. As an investment the stock was shown to be exceedingly safe, as th value of the property is very much more than the indebtedness and the amount paid in by stockholders combined. Income on the investment will come in due time.

LILLIAN SHIELDS, President.

RUMMAGE SALE—

At the Holding Company business meeting last Monday night it was decided to conduct a Rummage Sale in the coming month of May. The president of the Holding Company will soon announce her captains, lieutenants and workers for the big event and it is none too early to begin to save every article that might be turned to account. It was agreed at the meeting that a rummage sale brings in the largest returns of any money-making scheme and being democratic all can assist in the cause. Give nothing away from now on—every thing will be salable. Clothes, dishes, jellies, canned goods, jewelry, books, music records, furniture and what-not. We shall set our standard at $1500.00 and why not? *Women can do just what they say they can do.* Concerted work can and will accomplish wonders.

Laurie Thorne left Saturday, January 16, for St. Helena for a two weeks' rest.

AMONG OURSELVES

Mrs. Guber is entertaining the P. O.'s next Monday night, Jan. 25, at her home in Ronado Avenue for their regular business meeting.

Mrs. Guber will also be hostess to the Philomels Saturday night, February 6, a promised event of long standing. Full attendance is expected; wonderful program to be enacted. Mrs. Marshall will assist her mother in receiving.

The Misses Mabel and Ella Saylor are now in Seattle, to be gone about two weeks.

—o—

Laurie Thorne, chairman of publicity for the Juniors, announces a Valentine dance Friday evening, February 5, in the clubhouse. Mary E. Allen, chairman of the event, will be assisted by Mildred Dannheim, Ede Wolff, Bernice Smith, Vola Bocca, Grace Haskin, and Marion Claire.

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A BUSINESS WOMAN'S SOLILOQUY

(*With apologies to Shakespeare*)

To wed or not to wed, that is the question.
Whether 'tis better, after all, to marry
And be cajoled and bullied by a husband,
Or to take up stenography or clerking,
And slave, alas! for some one else's husband!
To love—to wed—and by a wedding end
The struggles and the thousand petty cares
That "slaves" are heir to—'tis a rare vocation
Devoutly to be wished for! To love —to wed—
To wed—perchance divorce! Aye, there's the rub
For in that dream of bliss what jolts may come
When we have cast aside our little jobs
Must make us wary. There's the sorry tho't
That makes so many spinsters hesitate;
For who would bear the long,eternal grind,
The employer's joke, the Chief Clerk's contumely,
The insolence of the office boys, the smoke
Of last week's stogies clinging to the hair.
When she herself may quickly end it all
By getting married? Who would not exchange
A dingy office for a kitchenette—
A keyboard for a cook stove or a cradle—
But that the dread of something worse to come
After the honeymoon—that life of chance
From whose dark bourne so many have returned
By way of Reno—fills us with dismay,
And makes us rather bear the jobs we have
Than fly to evils that we know not of?
Thus cowardice makes spinsters of —so many.

—Selected.

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FAITH

Better trust all and be deceived,
And weep that trust and that deceiving,
Than doubt one heart that if believed
Had blessed one's life with true believing.
Oh in this mocking world too fast
The doubting fiend o'ertakes our youth;
Better be cheated to the last
That lose the blessed hope of truth.

—Carolyn Wells, in Feb. Exch.

—o—

MARK TWAIN said he had had a lot of trouble in his life but most of it never happened. And we think we have had a lot of depression in business, but much of it could be attributed to causes within our own business activity or lack of it. Business depressions are often mental depressions. Germs of doubt inoculate one another as the word is passed around that times are hard. The best anti-toxin is a sincere cordiality a happy smile, a lot of hard work and a clear conscience. Let's go!

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND CALIFORNIA

Volume Three | Oakland, California, February 1, 1926 | Number Ten

"There is always victory where there is unanimity"

LUNCHEON

THURSDAY, FEBRUARY 4, 1926

12:15 Sharp. The Plate 65 Cents

This will be a business meeting—plan to attend. You have learned full well by this time that something nice or very wonderful always happens at our business meetings, and the unexpected usually happens when we stay away. Moral—*Come.*

There will be a little music, too. At least we will rehearse for our stunt to be given in San Francisco on the 9th.

Mrs. Bakewell promises an unsually fine program for the evening of the 11th of February, too.

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Official Publication of the BUSINESS AND PROFESSIONAL WOMENS CLUB, Inc. of Oakland, California

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Esther Goodwin.....*Rec. Secretary*
Edith M. Bakewell.....*Corres. Sec'y*
Claudine Detoy.....*Treasurer*
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PHILOMELS

are guests of Mrs. Guber, 26 Ronada Ave., next Saturday night, February 6 at 6:30 P. M.

Take Piedmont car (A) and get off at Rose and Grand; walk one-half block to left.

Those who cannot go please ring Lakeside 6700 by Friday, February 5.

ZANNETTE W. POTTER.

VITALITY IN SLANG

"Hot Dog!"

"When I hear some person exclaim that, I feel the pulse of vitality in the expression, even though I do not know what it means," says Dr. Felix Schnelling, head of the English department at the University of Pennsylvania, according to the Public Ledger.

Do you use slang? Then listen to what Dr. Schnelling has to say regarding the form of expression:

"The use of slang is an indication of mental alertness and the language without slang will soon die out because of lack of vitality.

"Mental alertness in contrast to what Professor George Stevens of Swarthmore terms laziness. Every language contains slang phrases, and the best language has the most slang.

"Regarding the derivation of slang, the words come into use the same as any language. Somebody uses a slang phrase and it goes the rounds. The words soon spread to all sections and become common usage.

Much criticism has been heaped upon modern writers for the use of slang, but Dr. Schnelling contends that it is unjust inasmuch as they are merely adding vitality and picturesqueness to their works.

Shakespeare made great use of slang, and his works teem with expressions that vie with the modern slang phrases. In the evolution of language many words orignally slang are adopted by writers and speakers and take their place ultimately, as accepted English, according to Dr. Schnelling.

Any language would soon die without the slang phrases that give it life. "Certainly a language is more figurative with slang," says Dr. Schnelling, "and I am convinced that the language that uses the most slang is the best."

Aristophanes is Athenian slang, indicating that even in those early days good use was made of this form of jargon. The Greek writer used slang words prolifically, as his works reveal. "Good night!" exclaimed Dr. Schnelling. "I nearly overlooked the fact my wife has summoned me to the dining table. You see, I have made use of a slang phrase. The words I have used are found in Shakespeare's 'Henry IV.'"

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JUNIOR DANCE

Please be reminded that the Juniors give their Valentine Dance on Friday night, February 5, in the club house with Mary E. Allen acting as chairman. Mildred Dannheim, Ede Wolff, Bernice Smith, Vola Bocca, Grace Haskins and Marian Claire are assisting on the committee of arrangements. The Juniors always have a good time and so will you if you plan to attend this dancing function.

RUMMAGE! RUMMAGE!! RUMMAGE!!!

Every week from now on you will see something about the May RUMMAGE SALE in the columns of the HERALD. Watch our advertising scheme—it will unfold like the pages of a book telling you something new each week—and every word will give you important information. It will be necessary to grasp the *worth-while-ness* of a *Rummage Sale* at this very point. Anything that has even the remotest chance of bringing into the Holding Company more than $1,000 toward the payment of the loan on our wonderful club building is eminently worth-while. It has been found that a Rummage Sale is the best money making scheme existing today—something involving hard work but always *remunerative.* This fact established, it will be necessary to get the fullest co-operation from every club member to *put it over.* Therefore BEGIN RIGHT NOW TO SAVE for it. Every conceivable thing can be sold. Go thru your *clothes* and *linen closets.* Dishes always sell. Pictures and bric-a-brac go like wild fire—you surely have several articles to contribute. *Save them, hold them.* Institute a RUMMAGE BOX. Plan to put something in it every day. Watch for more pointers next week.

ABOUT RESERVATIONS

Mrs. Guber requests the editor to say that the numerous late cancellations to Thursday's dinner last week were most embarrassing and that *in the future* none will be accepted after 12 noon on day of dinner.

Too bad! But some standard must be maintained. *So prepare to pay if you do not cancel before noon.*

VALENTINE DANCE

Remember the Holding Company's Valentine dance to take place Friday night, February 12, in our club house. Two club members, Mrs. Beatrice Viganego, and Mrs. Bessie W. Gustason are giving dinner parties earlier in the evening in the Garden and Sunset rooms respectively planning to attend the dance later in the evening. Special decorations by Mrs. M. Petersen, good music (same orchestra as last time) and special features will mark the evening's program. Bring your friends and join the gay throng. The hostesses include Josephine Swan White, Ann Ryan, Helen Bergsma, Alice T. Burnell, Mrs. C. H. Seccombe, Alice Osborne, Leoma Henas, and Ella Saylor who with the chairman. Mrs. Gustason, will see to it that every one has a good time.

WHIST PARTY

The Club will hold their second Whist Party on Thursday evening, February 4, in the club auditorium. Miss Maud Mitchell will be chairman, and asks the members who have not donated prizes in the past party to kindly donate a prize for this affair. The chairman will be assisted by the following committee; Anna Burr, Carrie Hall, Alice T. Burnell, Nell Crowley, Josephine McClenegan and Carrie Kennedy. There will be bridge tables for those who prefer to play it with Miss Florence Bussell in charge of this game.

—o—

CORRECTION

The Holding Company *report* appearing on page 3 of the HERALD last week was *contributed* and not handed in by Dr. Shields.

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AMONG OURSELVES

Congratulations to Miss Faye Otis who in her new business has a contract for placing all the files to be used in the new Central National Bank. Women are at last being resognized in every sort of business.

Please remember that the price of the regular luncheons is only 65 cents and the dinners 75 cents. Cheap enough to say the least.

A goodly crowd of ten club members went to Richmond evening to participate in the celebration of the first birthday of that city's sister club. A big crowd was in attendance. Mrs. Guber presented them with a beautiful bouquet with felicitations and our club stunt consisted in singing "I Want to Be Happy" in which all gladly joined. Those who made the trip were Mrs. Guber, Dr. Shields, Dr. Kibbe, Mrs. Jessen, Maud Petersen, Jos. McClenegan Vic. Escoffier, Mrs. Barndollar, Mrs. Goodwin, and Zannette Potter.

Camilla Clarke was the honor guest last Saturday night of the Philomels and the recipient of a bouquet of roses.

A delegation of club members will go to Alameda Tuesday night to assist Z. W. Potter, second vice-president of the state, in organizing a bran new Business and Professional Women's club in the island city. Some of our good members intend carrying membership in both Alameda and here; these include the Saylor sisters, Maud Petersen, Mrs. Mobled, and others. The next move in organization will be Hayward way, and why not? And still others in this county will follow.

Again we shall go visiting to San Francisco, this time on Tuesday night, February 9, to participate in another birthday party. We are asked to perform so the Philomels will repeat some of their snappiest songs they had in the Mistrel Show and expect to make a *hit.* Leave your reservations with the secretary very soon if you intend to go.

—o—

Do you know there are still outstanding amounts due on theater tickets and also our *Minstrel Show? What a shame!* Do, for goodness' sake, send them in.

COMMITTEE MEETING

The Costume Party Committee met Friday night in the club rooms and are busily engaged in plans for the great club event to take place on Thursday night, February 25. This event is likely to eclipse any previous affair of the year—this is if all the members fall in line and come regaled in some costume of other. February is now upon us and the 25 will come all too soon so begin NOW to plan what you are going to wear. Just a little thought on this matter and the evening will remain long in our memories. It is such fun to "dress up" and be some one else for a little time. Let us enter the land of make-believe and catch the spirit of another human being. It will be such fun! Just *play the game*—that is all and when you do our costume party will be a banner happening of an otherwise interesting season. Those who met are Zannette Potter, chairman; Dr. Lillian Shields, Harriett Bakewell, Hermine Kruger, Ora Pennington, Maud Petersen, Gladys Barndollar, Leoma Henas, Jennie Hammond, Carrie Hall, Faye Otis. Anna Burr, Suzanne Chalmers, and Bird Wilson.

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND CALIFORNIA

Volume Three | Oakland, California, February 8, 1926 | Number Eleven

"Die when I may, I want it said of me, by those who knew me best, that I always plucked a thistle and planted a flower where I thought a flower would grow."
—Lincoln.

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DINNER

THURSDAY, FEBRUARY 11, 1926

6:15 p. m. *The Plate 75 Cents*

Speaker: CAPT. HORACE F. STROTHER.

Subject: "MR. AND MRS. COMMUTER AND FAMILY."

Capt. Horace F. Strother, the oldest captain on San Francisco Bay in point of years of service, will speak to the members on "Mr. and Mrs. Commuter and Family." Judging by the subject we conclude that Capt. Strother's talk will be both amusing and interesting. His experience on the bay should place him in a position to study commuting conditions.

Mrs. Bakewell, as sponsor for the program, has secured members of the San Francisco Conservatory of Music to offer musical selections for about 40 minutes.

FRANCES BONNER, *Violinist* — EVELYN SMITH, *Soprano*

MARION CLEMENT, *Pianist* — LOTUS ANDERSON, *Contralto*

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The Philomels.....*Music*
Carrie E. Hall.....*Membership*
Faye H. Otis.....*Program*
Anna Burr.....*Publicity*
Suzanne M. Chalmers.....*Reception*
Bird M. Wilson.....*Revision*

THE HERALD STAFF

Zannette W. Potter.....*Editor*
Bird M. Wilson.....*Contributor*
Mrs. C. H. Seccombe.....*Advertising*

P. O.'s ENTERTAINED

The P. O.'s were delightfully entertained on Monday evening, January 25, at the home of our president, Mrs. Guber.

It was the occasion of the P. O.'s business meeting when plans were discussed for presenting to Mills College, in the name of our club, an annual scholarship prize. Money has been raised for the prize and further details will soon be forthcoming.

After business was dispatched there were games and music, and tasty refreshments—all contributing to a very pleasant evening.

HERMINA KRUGER.

WOMAN FROM A SCIENTIST'S STANDPOINT

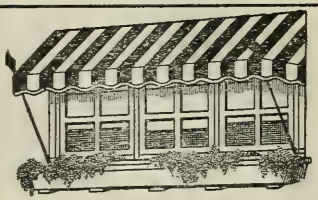
Nikola Tesla, noted inventor, engineer and philosopher, considering the portents for the future, deems the emergence of woman one of the most profound. He foresees new world conditions in the close contact of individuals and nations through the perfection of wireless transmission, converting the earth into a huge brain, and predicts the substitution of wings for wheels. Through this easy contact international interests will be harmonized, and understanding will be created instead of differences.

Into this new world of brain rather than brawn he pictures woman becoming the dominant factor, the long struggle toward sex equality ending in a new sex order with the female as the superior; superior through the development of long dormant faculties "stimulated to an activity that will be all the more intense and powerful because of centuries of repose. Women will ignore precedent, and startle civilization with their progress." He visions the life then as closely approximating the perfect civilization of the bee.

The picture he paints has bits of ironic justice showing thro, and a condition ensuing so far removed from the present that it's a bit breath-taking. Yet so logically is it reasoned that one seems the pendulum naturally swinging slowly and surely to the other extreme, with all its certain consequences. And this is, remember, not the muttering of an old man dreaming dreams, or an imaginary vision of youth, but the calm pronouncement of a scientist, whose power to see far beyond the ordinary sight has contributed more to the use of electricity than any other one man?

How do you like the picture?

Contributing.



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RUMMAGE

Favorable returns came in by telephone last week about our coming RUMMAGE SALE to take place next May. That is *February* and *May* will be here before we know it. And shall we be ready for the great event? We needs must have stacks of material on hand before we begin the sale. We can get plenty of material only if every member of the club will co-operate to assemble things to sell. Have you looked over your entire house to see what you can spare or what you may be tired of? Aren't there *pictures*, and *jewelry* and *vases* and *bric-a-brac* that you would like to be rid of? And *dishes*—broken sets, and bits of *odd furniture* and the like? Do not give them away between now and May but save them—we will get a *pretty penny* for them for the Club and you will be no loser in the bargain.

Some member of the *Central Rummage Committee* will call you up—so be ready with a promised donation. And speak to your neighbor, too. They will gladly fall into line and help us out.

NOTICE TO ADVERTISERS

Please note the following advertising rates for the HERALD.

$1.25 per inch for first page.

$1.00 per inch for second, third or fourth page.

A contract for one month or more insures a 10% reduction on the above prices.

All advertising must be paid for either *weekly* or by the *month. A longer time not granted to any one.*

Do not ask for reduced rate from the above schedule—none will be granted. IT DOES PAY TO ADVERTISE IN THE HERALD but taking an ad for just one week for instance cannot get the desired results. Why expect from the HERALD what you never can get from the large daily and weekly sheets.

COLORFUL TEA

What a charming scene greeted the eye on last Sunday afternoon when one turned from the storm and rain of outdoors to the warmth, fragrance and color of our delightful clubhouse.

The club was entertaining at "afternoon tea" with Miss Zannette Potter and the talented Philomels as special hostesses of the day, and nothing was left undone to make the occasion a joy to all. There were wonderful Chinese decorations, delicious tea and cakes, spring flowers, and then a most enjoyable program of songs and readings.

Those who contributed to this portion of the program were: Mme. Jeannette Malbon, lyric soprano of San Francisco, who in costume sang the famous Madame Butterfly aria, "One Fine Day", accompanied by Mme. H e d g e, composer-pianist, whose group of original songs were sung by Mme. Malbon as her second offering. Miss Marjorie Hamlin gave a number of delightful readings, and Ruth Hall Crandall, contralto, contributed a set of songs which were well received.

Those who were not present Sunday missed a delightful afternoon and should plan to be on hand when next the club is "at home" on Sunday afternoon, February 28.

HERMINA KRUGER.

—o—

Mrs. Jeannette Saunders, Miss Rose Berry, and Mrs. A. M. Jessen are among those on the sick list. May they soon be out again.

Miss Mabel Kuss has gone to Los Angeles for a ten days' stay.

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AMONG OURSELVES

And now Alameda has a thriving new Business and Professional Women's Club which grew into being last Tuesday night at a banquet held in the Encinal City where more than thirty enthusiastic women met and underwent the formalities of organization choosing Mrs. Sherman McDowell as their first president. Mrs. G. A. B. Spencer of our club was elected auditor placing her on their board of directors of the new club. Miss Z. W. Potter acted as chief master of ceremonies and was most ably assisted by the following loyal members of our own club; Dr. Lillian Shields, Hermine Kruger, Vice-President Ella Saylor, Maud E. Petersen, Mrs. J. E. Reid, Esther Goodwin, Mrs. G. A. B. Spencer, and Bertha Moblad. Miss Moblad was also elected to their board.

Don't forget the VALENTINE DANCE next Friday night, February 12, in our club house. Big crowd expected, lots of fun, good music and all the rest of it. Admission 50 cents.

"I'm so sorry," once said a famous hostess in bidding her guests good night, "that the storm kept all our best people away." The Philomels, at last Sunday's club tea, made no such *faux pas* and assured their guests that the best people were present. At least so it seemed, for the sixty or more who braved the storm and came out proved to be the *cream of the cream* in our club life —they appreciated everything that was done for their pleasure and comfort and happiness. Only *seeing* is *believing* for those who were not there can hardly visualize the beauty of the room, the service, the surroundings, the music, the lights, the comfortable hearth fire, the kindly reception that made the afternoon one long to be remembered. Guests were unanimous in saying that nothing like it has ever taken place in our clubroom. The following girls added to the picturesqueness of the occasion by appearing in bright Oriental costume: Dr. Grosso, Maud Petersen, Grace Rubiolo, Frances Reiff, and Miss Escoffier.

Remember the S. F. birthday party Tuesday night, Feb. 9. A rather big delegation is expected to make the trip headed by Mrs. Guber. The Philomels will give a singing stunt at the invitation of Dr. Hamilton, president of the hostess club.

Miss Molley E. Hennings
has entered the business field
and is now operating the
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OAKLAND — CALIFORNIA

Volume Three | Oakland, California, February 15, 1926 | Number Twelve

I find the great thing in this world is not so much where we stand as in what direction we are moving.—Oliver Wendell Holmes.

The Gray Shop

Spring Clothes

... that breathe of Spring and Sunshine ... that call the world to play. Frocks, Coats and Sports wear ... a rare collection lovely as the Spring's first coming...

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Exclusive Models just arrived!

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LUNCHEON

THURSDAY, FEBRUARY 18, 1926

12:15 P. M. Sharp. The Plate 65 Cents.

Speaker—BARONESS OTILLY de ROPP

Subject—**Women of Russia**

Baroness de Ropp, it will be remembered, has spoken to us before, and we recall with great pleasure how delightful she is and what a charming speech she gave us.

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The Philomels.....*Music*
Carrie E. Hall.....*Membership*
Faye H. Otis.....*Program*
Anna Burr.....*Publicity*
Suzanne M. Chalmers.....*Reception*
Bird M. Wilson.....*Revision*

THE HERALD STAFF

Zannette W. Potter.....*Editor*
Bird M. Wilson.....*Contributor*
Mrs. C. H. Seccombe.....*Advertising*

PHILOMELS

will meet next Friday night, Feb. 19, in the clubrooms for dinner at 6:15. The meeting is important—it is your duty and privilege to be there without fail.

Z. W. POTTER,
Chairman.

—o—

P. O.'S WILL MEET

An important meeting of the Past Officers' section will be held on Tuesday evening, Feb. 16th, 1926, at the home of Miss Clow, 605 29th Street, Oakland. Dinner will be served at 6:15 and all P. O.'s who can not be present are asked to phone Miss Clow, Oakland 3978. Lots of business and lots of fun!

HERMINE KRUGER.

ARE AMERICAN WOMEN KEEPING PACE?

That American women will have to "keep moving" to keep up with the women of other countries in advancing themselves to prominent positions, and in securing beneficial legislation, is shown by the following items culled from international bulletins:

In Australia, a woman magistrate appointed to Children's Court.

In South Africa, women admitted to the practice of the law.

In Iceland, age of marriage raised to 18 and 21; marriage prohibited for those suffering from tuberculosis, venereal disease or epilepsy.

In Latvia women admitted to practice law.

In Czecho-Slovakia, compulsory medical examination before marriage; in case of separation, each spouse to retain what belonged to him or her before marriage, and to share all acquired during marriage; the poorer spouse, whether man or woman, to be allowed a maintenance from the other, if necessary; allowance for maintenance and education of illegitimate children from date of birth.

In Sweden, power given public authorities to take charge of a child up to age of 18 for educational purposes.

In Denmark, bill passed one House admitting women to Parliament; probably will pass both Houses.

In Uruguay a bill favorably reported granting full civil and political rights to women.

In Greece, women admitted to practice law, and have obtained municipal vote.

In Cuba, a woman appointed Municipal Judge.

In Brussels, one of the three most important distinctions in the University won by a woman from the Law Faculty.

In Prague, the first woman appointed Lecturer in the University.

In Russia, in the medical school in Leningrad, 1496 women studying to be physicians, as against 606 men. And remember, in Russia the proletariat has the first right of entry in the schools, members of the bourgeoisie being accepted only if there are vacancies left.

And yet, in our own United States, in Illinois, they are barring women from service as jurors!

Isn't it time to wake up? —Contributed.

FEBRUARY

Rain a-dashin' through the air,
Washin' all the frost away;
Sun a-peepin' thru the clouds,
Promisin' to come to stay;
A kind of "feel" that everywhere
Things are growin', night and day,
In February!

Makes you want to open wide
All the windows in the place;
Get a freshenin' up all through,
Till you can't find nary trace
Of old Winter's tribulations,
In your house or in your face,
In February!

Robins come a-chirpin' round,
Lookin' for their last-year's nest.
Kind o' makes a thawin' feelin'
Come a flutterin' in your breast.
Seems like all the world's a-thinkin',
"I wants the one that I loves best",
In February!

(Contributed)

COMING COSTUME PARTY

The central committee having charge of the Costume Party scheduled for Thursday night, Feb. 25, is canvassing the club roster very thoroughly and are having pretty fair luck. The chairman is fortunate to report that one table of ten has been secured, the host of which needed only to be reminded and urged to bring her friends. Don't let the costume part of it bother you. Surely you have something antiquated in your wardrobe. Put it on and come along—you will miss a good dinner, a good program, and a good dance. Ring the club secretary at *Oak. 1470* and make your reservations at *once.* Miss Hammond of the house committee must have an early indication of how many will be present.

MRS. GUBER ENTERTAINS

It was certainly a Red-Letter evening the Philomels spent as the guests of Mrs. Guber at her home February 6th. Mrs. Nattinger always serves the Philomels good dinners, but this one was so supplemented by our hostess as to be a regular banquet. The counting of calories was dispensed with for one evening.

Miss Potter expressed the pleasure of the Philomels in presenting to Mrs. Guber a Chinese banner of heavy gold embroidery on blue satin, which a little bird had told them she had been looking at with longing eyes.

After the business meeting, Mrs. Marshall took charge of the program. We first learned, after many difficult and exciting stunts, that there were no "cuckoos" in the section, and were then thrilled by the announcement that Mrs. Guber had secured the attendance of Madame Zora, a world-famous chirographer, visiting on this coast, who would read character from handwriting. Pencil and paper were quickly used, and when the "Madame" arrived, no less than 35 "characters" were awaiting her. Elaborately gowned, jewel-bedecked, an Oriental complexion, somewhat masculine voice, and of unknowable nationality, the Madame began her work, first receiving our permission to read both good and bad, as delineated in the writing.

And what we learned about each other! And about ourselves, also, things undreamed of! No longer can there be anything hidden among Philomels. We are discovered! But, true to our principles as loyal club members, those secrets shall remain locked within our breasts. I've often advised clients not to declare themselves in writing, but for myself, henceforth I shall write only with the typewriter!

Nevertheless, and notwithstanding all the above and aforesaid, it was a most enjoyable evening, and if any one of you can persuade Mr. Marshall (who seems to possess Madame Zora's ability) to analyze your handwriting, I promise you a very interesting experience.

BIRD M. WILSON.

—o—

Will members send in *personnels* about other club members? The HERALD would so much like to be a newsier sheet—help us out occasionally.

AMONG OURSELVES

No mention was ever made in the columns of the HERALD about the very fine talks that were given two weeks ago by our travelers. Bessie Rowan is surely quite an orator, Helen Burton is a scream of screams, Mrs. Philips and Mrs. Moran, also were good speakers, the bunch holding the throng spellbound with their European experiences. Congratulations, girls, travelers seldom bring back anything worth-while—our club quartette proved the happy exception.

—o—

Notice our new advertisers in the HERALD? The one headed by Molley E. Hennings is interesting. Many of those associated in this new venture are well known to club members and deserve every possible success. But one insertion, Molley, will not do the trick. Why not sign a contract with Mrs. Seccombe for three months or more? It will pay you, give us a try to prove it.

—o—

The Health Luncheon last Friday was a real treat. Such a menu! It was entirely complimentary of the California Health Food Service with our own Frances E. Reiff, representative. Yum, yum, that salad was good and no one went away hungry either.

—o—

Both the Junior and the Senior dances recently were well attended. Every one was made to feel at home and a fine class of people is being directed toward patronizing these monthly gatherings.

—o—

It was a jolly crew that sailed the ocean blue the other night and landed safely at the Bib and Tucker Inn on Sutter street to revel in the festivities of the S. F. Business Women's Club upon the occasion of their tenth birthday. Delegates were there from the surrounding bay cities and everybody had a marvelous time. Mrs. Guber again felicitated and presented a beautiful basket of flowers to our hostesses; the Philomels sang, there were speeches and all of that—nuf ced.

—o—

Why stand in the rain? If you wish to come to your club building, out of the regular hours, why not possess a door key? One will cost you only 35 cents. Get a key and stop complaining.

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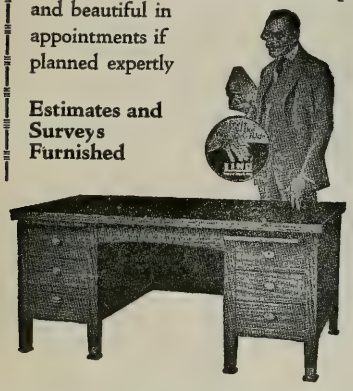

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RUMMAGE

The weekly message this week is *short* but *important:*

Will each club member ask five friends outside of the club membership to begin saving articles for our RUMMAGE Sale to be held in May.

If they should like bundles called for at once it will be possible to do so. Ring the club, Oak. 1470, and leave address.

And urge them to keep on saving —we will call again if necessary.

—o—

WHIST SUCCESS

The Whist Party of the Holding Club held on Feb. 4th was a success considering the inclement weather—there were 24 tables of whist and 5 of bridge, and all enjoyed themselves. The Chairman, Miss Maud Mitchell, desires to thank all of the members who donated prizes, and the Superior Ice Cream Co. and Cotelli Bros., for their generous donations.

—o—

IT IS NOT EASY

To apologize.
To begin over.
To admit error.
To be unselfish.
To be charitable.
To be considerate.
To endure success.
To keep on trying.
To avoid mistakes.
To obey conscience.
To be a clean man.
To keep out of a rut.
To forgive and forget.
To profit by mistakes.
To think and then act.
To depise underhandedness.
To subdue an unruly temper.
To make the best of a little.
To maintain a high standard.
To recognize the silver lining.
To smile in the face of adversity.
To accept just rebuke gracefully.
To shoulder an undeserved blame.
To value character above reputation.

But it always pays.

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND CALIFORNIA

Volume Three | Oakland, California, February 22, 1926 | Number Thirteen

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Past Presidents Luncheon

Thursday, February 25, 12:15 Sharp

The Plate 65 Cents

Past Presidents of the club will be hostesses and will also have charge of the program. A good time assured.

Nominations for officers for the coming year will take place at this time.

Costume Party

Thursday Night, February 25, 1926
6:30 P. M.

The Plate $1.25. Chicken Dinner

Splendid Program—Dancing

8:30 to 11 P. M.

It is hoped that all club members will come in costume, but don't let the costume part of it keep you away—come any way. Send in the post card you received last week in the HERALD indicating how many plates you wish. If you have not assembled your guests yet do it early this week and then mail your card. Things will run smoothly if you will co-operate. Let us have the best costume party ever. You will get full value received for your investment.

Enjoyable time positively assured.

Business Meeting

Thursday, March 4, 1926

The Plate 65 Cents

Annual Reports of all Standing Committees

Election of Officers

BUSINESS WOMENS HERALD

Official Publication of the BUSINESS AND PROFESSIONAL WOMENS CLUB, Inc. of Oakland, California

Address all communications to Zannette W. Potter, *Business Manager,* Clay at Fourteenth Street, Phone, Lakeside 6700

Issued every Monday in the interests of the Business and Professional Women's Club

1608 Webster Street

Phone Oakland 1470

OFFICERS

Mary B. Guber.....*President*
Ella Saylor.....*Vice-President*
Esther Goodwin.....*Rec. Secretary*
Edith M. Bakewell.....*Corres. Sec'y*
Claudine Detoy.....*Treasurer*
Mabel Kuss.....*Auditor*

SECTION PRESIDENTS

Dr. Lillian Shields.....*Holding Co.*
Harriett Bakewell.....*Juniors*
Hermine Kruger.....*Past Officers*
Z. W. Potter.....(Music) *Philomels*

DIRECTORS

Mary M. Campbell
Suzanne M. Chalmers
Victoria Escoffier
Bessie Wood Gustason
Bessie G. Whitaker
Bird M. Wilson

STANDING COMMITTEES

Zannette W. Potter.....*Activities*
Ora Pennington .....*Civic*
Maud E. Peterson.....*Decorations*
Gladys Barndollar.....*Emblem*
Leoma M. Henas.....*Hospitality*
Jennie M. Hammond.....*House*
The Philomels.....*Music*
Carrie E. Hall.....*Membership*
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Mrs. C. H. Seccombe.....*Advertising*

DISTRICT BREAKFAST

Anna Duffy, president of the northern district informs us of the second quarterly meeting to be held in our clubroom Sunday morning, March 7, to which all club members are cordially invited. The breakfast is sceduled for 10:30, after which an important business meeting will be held.

The Berkeley club will assist ours in receiving the delegates.

PAID YOUR DUES?

The election of officers of the club for the ensuing year will take place on Thursday, March 4. Are you eligible to vote? Yes, if you have paid your dues to March 1, 1926. Surely every member of the club wishes to vote for the new set of officers; but fortunately our by-laws clearly determines who shall vote and who shall not. Read carefully the following article from our Constitution and then mail check at once. There are still a few days of grace left.

ARTICLE IV.

SECTION 2.

SECTION 2. Dues shall be Twelve Dollars per fiscal year, from March 1st to March 1st, payable semi-annually in advance. This sum shall include National and State Federation dues.

SECTION 3. Any member whose dues shall be unpaid for thirty days after the same shall become due shall be declared delinquent and shall not be entitled to vote. If such delinquent dues are not paid within thirty days thereafter, she shall be dropped from membership, provided that notice shall have been sent such member at the expiration of the first thirty days' delinquency; notifying her of her delinquency and of the provisions of this section. Such member may be reinstated within one year from the time her dues are payable, by the payment of the delinquent dues.

A smile's a good deal like a bottle—ain't much good unless it's got something in it.

HEAR

PAUL HARVEY

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Feb. 18 Feb. 26 Mar. 1

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"THE CLIQUE"

What is the Clique? 'Tis those who attend
All of the meetings, on whom we depend,
They never are absent unless they are sick—
These are the ones the grouch calls "The Clique."
The ones who are never behind with their dues,
Who come to the meetings and have their own views,
They'll serve on committees and never say "die,"
"The Clique," are the ones that always "Get By."
We all should be proud of members like these—
You can call them "The Clique" or whatever you please.
They never attempt any duties to shirk.
These are "The Clique" that do most of the work.
But there are some people who always find fault,
And most of this kind are not worth their salt,
They like to start trouble, seldom will stick;
But they always put all the work on "The Clique."

From the Independent Woman.

AN INVITATION TO YOU

On Sunday afternoon, February 28, from 3 to 5 o'clock, you are invited to be the guest of your own club at "afternoon tea". You may also bring a friend to enjoy the good time with you.

This is to be a "Spring" tea. There will be spring flowers, spring hats and spring sunshine indoors, even if it should be cloudy outdoors.

Mrs. Guber has asked the Past Officers' section to sponsor this event and under the chairmanship of Mrs. Mary Barmby. Nothing is being left undone to make the afternoon a happy one. The Past Presidents of the club will preside at the tea tables.

Come and bring your gayest spirits and pleasantest smiles and let us enjoy our beautiful club house together.

Program—Tea.

HERMINE KRUGER,
Chairman Past Officers' Section.

AMONG OURSELVES

The directors of the Holding Company recently held a meeting and re-elected their entire set of officers for the following year. These include Dr. Lillian Shields, president; Bessie Wood Gustason, vice-president; Miss Bird Wilson, secretary, and Mrs. A. M. Jessen, treasurer.

—

Note that the Past Officers are privileged to invite outside guests to the club tea which takes place on Sunday afternoon, Feb. 28. This is lovely; but in another way unfortunate. The teas were designed originally for club members to get acquainted with one another and more of them should attend these monthly functions. All success, however, to the P. O.'s who will be hostess this coming week-end.

—

It is rumored that Maud Petersen is going south over the three-day holiday. Why keep it so secret, Maud?

—

Aren't the new ferns pretty? Donations have been liberal and Mrs. Petersen has bought wisely—and she says we need more. These chairmen seem never to be satisfied. Eh?

—

Startling news of the day is—that the Philomels are planning a *vaudeville show* during the latter part of March. Won't that be fun? Every act a distinct hit! Save your nickels from now on. The admission will be 50 cents—worth $5.00. You see, they are starting to make some money to transport themselves to Des Moines, Iowa, in July where they expect to sing in contest against other chorals who will attend the national convention at that time. Now isn't this worthy? It is safe to say that the Philomels will receive every co-operation from the club in their money-making ventures. In April they will have a theatre party, and so on, something big every month.

Watch the billboards!

—

After the Costume Party next Thursday night a strong central committee to work for the success of the RUMMAGE SALE will hold weekly meetings to plan for the big event.

Phone the club—Oak. 1470—if you have a box you would like to get rid of now, so that you can fill it again and agian. And interest your neighbors. They, too, have many things they would be glad to give us —*if they only know!*

—

The *Rendezvous Club* has resumed its meetings on Tuesday at the lunch period. Dora Cooley seems to be acting as the chief instigator and when Dora gets started something happens. This group, interested in French, have planned again to take in one play a month at the French theater in San Francisco. And this visit across the bay includes all sorts of startling ventures—saw-dust restaurants, thrilling taxi rides, and worse. Success, girls!

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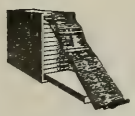

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EARNING HIS WAGES

An artist who was employed to retouch a large painting in an old church in Belgium rendered a bill for $67.30. The trustees, however, required an itemized bill, and the following was duly presented, audited and paid:

Correcting the Ten Commandments	$5.12
Renewing Heaven, adjusting Stars	7.14
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Brightening up the flames of Hell, putting new tail on the Devil, and doing several odd jobs on the damned	7.17
Putting new stones in David's sling	6.13
Mending the shirt of the Prodigal Son and cleaning his ears	3.39
Embellishing Pontius Pilate and putting new ribbon on his bonnet	3.02
Putting new tail on the rooster of St. Peter and mending his comb	2.20
Replumbing and reguiding left wing of the Guardian Angel	5.18
Washing the servant of the High Priest and putting carmine on his cheek	5.02
Taking the spots off the son of Tobias	10.30
Putting earrings in Sarah's ears	5.26
Decorating Noah's Ark and putting head on Shem	4.31
	$67.30

—o—

TICKLISH

"There is an awful rumbling in my stomach—like a cart going over a cobblestone street."

"It is probably that truck you ate for dinner."

—

The most advice some people have to offer, the poorer its quality seems to be.

—

The more popular you are with yourself, the less popular you are with other people.

—

The man who knows it all is seldom the one who wins the bets.

—

An honest man is the noblest work of God and the most infrequent.

—

Eddy—Well, Caddy, what part of my game do you think is the strongest?

Caddy—Your language, sir.

Sometimes it pays to be original. A soldier on furlough wired in as follows for an extension, and got it: "Nobody sick. Nobody died. No train wrecks. Everything fine. Still got a lot of money. Having a good time and going strong. Request extension."

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND CALIFORNIA

Volume Three | Oakland, California, March 1, 1926 | Number Fourteen

If you intend to work, there is no better place than just where you are.—Lincoln.

DINNER

THURSDAY, MARCH 4, 1926

6:15 Sharp

75 Cents per plate.

Business Meeting

ELECTION OF OFFICERS

ANNUAL REPORTS OF ALL STANDING COMMITTEES AND SECTIONS

Meeting For Club Members Only.

Polls will be open from 5:30 to 7:45 p. m. (These hours were misstated last week.)

Make reservations early—Lakeside 1470.

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1608 Webster Street

Phone Oakland 1470

DISTRICT BREAKFAST

Remember the breakfast next Sunday morning in our club house at 10:30 a. m. Price only 75 cents. As there will be delegates from other cities in the northern district it will be necessary for the Secretary to know the number of reservations from our own club. DO IT NOW. And let's have a good representation for you know we and Berkeley are hostesses.

—o—

FETE BRIDES

After the last meeting of the Juniors, a social was held in honor of the engaged girls of this section. The honored ones were Ede Wolff, Thanet Mellick, Lucille Fine, and Nellie Stephenson.

Appropriate comical games were played which caused great hilarity, after which refreshments were served. There was an especially decorated table for the brides-to-be, at which kitchen utensils were showcard upon them and a bridal doll was given to each girl.

The next meeting will be on Tuesday, March 2nd. Girls are requested to be there at 7:30 to take part in our choral section.

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SOMETHING WORTH LOVING

Thursday, February 18th, it was my good fortune to be one of the guests of the Business and Professional Women's Club of Oakland at their noon luncheon in their club rooms in a buildiing that will remain a worthy monument to its energetic members for generations, and while there to hear the address of Baroness Otilly de Ropp, now of Los Angeles, formerly of the Russian nobility, who spoke on 'Something Worth Loving."

Her heart to heart appeal to her audience to guard and protect the glorious freedom of our wonderful country was the key note. She hammered home the facts with a clear, clean sledge of reason that rang true as steel. Her reference to the insidious work of Anna L. Strong and the line of mesmeric bunk peddled under the red banner of the Young People's International gave those present a new desire and determination to guard the portals of California's institutions of learning against scarlet ramblers from the land that struggles in a red nightmare after years beneath the Soviet yoke—where 95% of the women are uneducated slaves. Her appeal was as genuine as a mother's for her child and the seed she planted in one half hour will grow and ripen into one of the richest harvests ever garnered in California, the state where abundant harvests are reaped, for her seed fell on good soil.

The Business and Professional Women of Oakland have high, the highest kind of standards, but when the Baroness pointed a little higher they arose to the occasion.

'Tis said that the love of an adopted child that has suffered much, next to a mother's love, is nearest to the divine. Baroness Otilly de Ropp loves the land of her adoption. A business woman, a baroness, a jewel polished in the Russia of other days, today we find her a lover of Something she found neath the folds of Old Glory—"Something Worth Loving", and it's the writer's candid opinion that one Baroness Otilly de Ropp is of far more benefit to humanity than ten thousand scarlet ramblers.

Contributed by C. J. JAMESON,
Author of "*The Thirteenth Rose.*"

AMONG OURSELVES

Dr. Alice Bush, who is circling the globe in company with a party of friends, writes from India that they are soon leaving for Europe for the remaining two months of their vacation.

—

Dr. Minora E. Kibbe and son motored down to their Arizona ranch last week. Mr. Kibbe came home with them.

—

Isn't that nice? The Philomels now have a salad named for them. You will find it on the menu at the Venus. It is delicious—give it a trial.

—

Mrs. Guber, Mary Campbell, and Ruth Gibson have volunteered to take their turn at the wheel of reporting the various meetings on Thursday for the HERAD. They will report anything else that is of value to our club paper. Give your news to them; but get it in early.

—

Those on our sick list are: Sue Bradley, who is at Merritt Hospital; is improving but would enjoy a letter or some flowers. Jeanette Saunders is forced to go to Redlands for a time to recuperate from a recent attack of the "flu". Her address will be 754 West Highland Ave. Elizabeth Arlett, club member, principal of the Roosevelt High school, is holding her own in a severe illness lasting over the past four months. Best wishes for a speedy recovery to all of these dear girls.

—

That *Springtime Tea* given Sunday by the P. O.'s was the nicest affair ever. Blossoms everywhere, delicious refreshments, delightful hospitality—and what more could one want? Congratulations to all concerned.

—

Thanks to the Wisler School for the courtesy of providing three numbers for the program last Thursday night at the Costume Party—and what a beautiful party it was! Nothing like it has ever taken place in our club. More than a hundred appeared in brilliant, fascinating costumes, and another hundred, too, partaking of the delicious dinner served early in the evening.

Continued on page 4

THE SHAMROCK DANCE

Alice Barker, chairman of the next dance of the Holding company to take place in our auditorium Friday night, March 12, will be assisted by the following committee of hostesses: A. M. Jessen, Zannette W. Potter, Helen Bergsma, Maud Petersen, Martha Holmes, G. A. R. Spencer, Blanche Stedman, and Edith Bakewell.

We all know how popular these monthly dances have become and from all indications the attendance at the coming dance will be no exception. Good music, plenty of partners, and a good time are assured to everybody. Price 50 cents.

COSTUME PARTY GREAT SUCCESS.

The pendulum swung backward for a few hours last Thursday night, and we lived in the days of our grandmothers, and even our great-grandmothers, at the Costume Party.

Large framed engravings looked down upon us from the walls, an old-fashioned clock graced the mantel, and a large gilt-framed mirror behind the President's chair reflected her wonderful coiffure in every angle of the room. The "posies" of olden days, mignonette and gilly flowers, adorned the tables, and the stage presented a genuine "parlor" of the 60's, with its whatnots, plush furniture, rocking chairs, and tidies.

At the President's table were seated the chairmen of the standing committees, all in costume, and introduced by Mrs. Guber as noted characters in our country's history, presenting each one with a silken flag, and adding words of appreciation of their work throughout the year in club life.

The grand march was led by George Washington and his charming spouse, Martha, very stunningly impersonated by Miss Potter and Mrs. Reynolds.

About 150 were in costume, mostly in the period of Colonial and Civil War days, but a few Chinese. Gypsies and Pierrots lent piquancy to the scene.

Mrs. Guber and Miss Saylor were a lovely couple with their bouffant draperies, elaborate curls, and coquettish hats.

A delightful program was given during the early hours of the evening, by our own Maude Petersen as Jenny Lind, members of the Wisler School in Berkeley in readings and ballet, and our charming Juniors. in the minuet.

Dancing followed until a late hour. and a most enujoyable event closed the year of the present administration.

Many beautiful and interesting costumes deserve special mention and description, did space permit. The following were awarded prizes by the judges:

The judges consisted of Herbert Jackson, Mrs. Hammond, and Mr. Barker, giving their decisions as follows:

1. Best sustained couple in costume—first prize—Zannette Potter and Mrs. Reynolds as George and Martha Washingtno.

2. Best sustained couple in costume—second prize—Mr. and Mrs. C. H. Seccombe.

3. Best sustained character—Maud Petersen as Jenny Lind.

4. Oldest period costume—Alice Irwin in costume 100 years old.

5. Most dignified character in costume—Mrs. Whittaker in Worth costume.

6. Most charming Colonial costume—Mrs. Alice Blote.

7. Best sustained character in gentleman's costume—Claire Adams as Monsieur Beaucaire.

8. Best period costume for gentleman— Ora Pennington as John Quincy Adams.

9. Best period costume for lady—Faye Otis as Madame Marquis de Lafayette.

—o—

PHILOMELS

will meet Saturday night, March 6, in the clubrooms. Usual dinner—6:15. Much important business and singing.

Z. W. POTTER,
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Franklin at Fifteenth
Oakland - California

Ora Egan was a "kick" in her nifty costume of red and black. There should have been a prize to fit her case especially.

—

Another query is—"Who was the 'sheik' veiled, and mysterious, who came in late and danced with several of the girls as long as the orchestra would play?" Someone said he belonged to Inez Jorgensen. At any rate he was "captured" by the Philomel committee long enough to promise he would appear in the forthcoming vaudeville show the last of March.

—

Get ready now for that Vaudeville Show. The tickets are only 50 cents and our auditorium will undoubtedly be filled to overflowing. Thrill after thrill will be yours and the proceeds will send our singing bunch East to "bring home the bacon." Worthy, eh?

—o—

That was a goodly representation that went to Berkeley last Monday night when our College city sisters banquetted in the new Drake Catering establishment—President Guber, Miss Saylor, Mabel Peterson, Maude Peterson, Mary Campbell, and Zannette Potter with Miss Blake as accompanist. What eats! Positively nothing like it ever heard of for the money. Think of a lovely salad, delicious soup, a wonderful crab chop, string beans, tomatoes, cheese toasties, olives, supreme sherbet and angel cake—all for $1.00.

—

Who took Miss Campbell's coat which was taken from the dressing room on Thursday night, leaving a very old useless article in its stead. And all this thievery on a night when only *club members* and their *guests* are present. Looks pretty bad—this is a matter for drastic action. Something should and will be done. Out with the club shop-lifters!

The moral is of course to check everything at all times—but, who wants to do that always. The club building must be made safe from such thieves as were present last Thursday night.

—

Gladys Barndollar entertained last Sunday morning at a waffle breakfast for the following guests:—Alice Burnell, Mabel Kuss, Alice Irwin and Mary Belle Guber, all of whom had attended the National Convention held in Portland, Maine, last July. Sort of a reunion, so to speak.

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND CALIFORNIA

Volume Three | Oakland, California, March 8, 1926 | Number Fifteen

Trust men and they will be true to you: treat them greatly and they will show themselves great.—Emerson.

ANOTHER DINNER

THURSDAY, MARCH 11, 1926

The Plate 85 Cents

INSTALLATION OF OFFICERS

and

A Delighthful Talk by

MRS. WILSON-JONES

President Ala. Co. Music Teachers' Association

Subject—**Personal Reminiscences**

Mrs. Jones is singularly equipped to speak of very interesting happenings in her long musical career. She once coached with Gounod and studied with Marchesi. In London she knew and coached with all the prominent composers, Randegger, Sullivan, Tosti and the eminent Norwegian, Edvard Greig, also taught her piano. Madame Clara Schumann taught her piano at one time, too.

Miss Helen A. Burton

has entered a new field and is now Manager of the

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THE HERALD STAFF

Zannette W. Potter.....*Editor*
Bird M. Wilson.....*Contributor*
Mrs. C. H. Seccombe.....*Advertising*

ATTENTION, P. O.'s

The March meeting of the P. O.'s will be held on Tuesday, March 9th, next at 6 o'clock dinner at the club. At this time the officers whose terms have recently expired will join the section. Be on hand to give them a hearty welcome.

H. L. KRUGER, *Chairman.*

HIGH LIGHTS FROM PRESIDENT GUBER'S REPORT

"To-night marks the annual turn of our club, and while the year has been replete with shadows, I can truthfully say that the sunshine has wiped out all darkness, and to-night I am happy in the thought that it has been my privilege to be your President during the past year.

"Our club year has been full of interest, and I hope every member will at least feel that I have given of my best. I wish I could impress upon you the sacrifice in energy and time that your President must make. In years to come I am sure I will have a more tolerant spirit for the one who has been chosen to act as our President. I feel that this one lesson alone has been worth all my time and effort. To speak plainly, to me the spirit of respecting the views of others, although we may not always agree, is the one great factor in obtaining peace and harmony.

"I have endeavored to do my duty, having at all times before me the thought that you wanted our ideals and principles carried forward in an orderly and harmonious fashion. I hope I have not acted in an arbitrary way, but I do want you to feel that I was true to my convictions, and acted justly and decisively.

"The year has been a very happy one to me. I am very grateful to you all for your loyal support. It has been this support that has made the past year a prosperous one for the club. Those things which I have done in endeavoring to carry out a constructive program will pass away when I retire from the chair, but the good work you have done, working harmoniously for one purpose, will live on forever.

"I want to take this opportunity to personally thank my officers and committees, and wish them to know that I appreciate their loyal co-operation with me during the past year; for, as Robert Louis Stephenson has said, 'Although we keep our purses continually in our hands, the better part of true services goes unrewarded.'"

MARY B. GUBER, *President.*

Mrs. Guber called attention that our prosperity during the past year had enabled us to meet all indebtedness and purchase considerable new equipment, and while the amount on hand is small, the outlook for the future is bright.

Among the accomplishments of the year are the establishment of the Florence King Educational Fund, the formation of the Past Officers' section, a new and complete system of bookkeeping, and a budget system.

NOTICE

"Mrs. Chas. L. Hanson will give a series of talks on the fundamental principles and correct application of parlimentary law. This series is to inspire self confidence in presiding over public or deliberative assemblies, as well as to teach the application of rules and the elements underlying the rules of parlimentary law. The course will take four evenings, and will cost $25.00, it is therefore desired that we have a class of twenty-five members, making the cost to each member the nominal sum of $1.00 for the four evenings. Please enroll in this class as soon as possible, we would like to begin next week. Leave your name with the Club Secretary."

—o—

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FREE CITY MAP

PRESIDENT OF MILLS COLLEGE TO BE OUR GUEST

It has been quite some time since this Club has had the pleasure of entertaining Dr. Aurelia Henry Reinhardt, President of Mills College. That she will be our guest and speaker on Thursday, March 25, 1926, at dinner, will therefore be a happy surprise.

Please save the date and make your plans for guests. This will be an occasion when our men and women friends may be invited and everyone expect an interesting time.

Further details and title of Dr. Reinhardt's address will be announced next week.

ELECTION OF OFFICERS

The entire ticket was elected last Thursday, there being no opposition to those nominated to fill the offices for the ensuing year. These include:

Ella Saylor, president.

Laura Pinkston, vice-president.

Olive Bledsoe, recording secretary.

Florence Bussell, corresponding secretary.

Alice Kirkland, treasurer.

Elected to the board of directors: Mary B. Guber, Maud E. Petersen, Mrs. H. D. Havlin.

Retiring from the board: Mrs. B. G. Whitaker, Mrs. B. W. Gustason, and Miss B. M. Wilson.

In case the new president announces the new committees by next week look in column one of page 2 of your HERALD and see *who's who* for the year to come.

—o—

AMONG OURSELVES

Watch Alameda grow! Ninety-six members of the new Business Women's Club and more on the waiting list. No place in Alameda big enough to house their meetings. They meet every alternate Tuesdays and hope to be the first to maintain quarters in the new Community Hotel to be erected there soon. Mrs. Sherman McDowell surely "knows the ropes" of being a snappy president.

—

And now San Leandro is next. A club will be formed out there within the next two weeks if present plans go thru. That is a busy section of our community and why not have a sister club there?

—

What do you think? Mrs. Guber has joined the bobbed-hair brigade! And they say she looks fifteen years younger! Mrs. Marshall, better look to her laurels. Congratulations! Why not get the thrill *once in a lifetime* and follow Mrs. G. and the rest of us?

—

Palo Alto entertained most graciously last Saturday night upon the occasion of their second birthday when delegates from 'round-the-bay clubs were present and extended their best wishes and offered appropriate gifts. The affair was held in the Students' Union headquarters on the Stanford campus—a delightful setting, indeed. Z. Clements, state president, and Anne Duffy of Sacramento were present. Miss Cryer of Mills College was the speaker of the evening giving an interesting dissertation on the Locarno Pact. Vice-President Saylor, Mabel Saylor Peterson, and Zannette W. Potter represented our club and with the Berkeley girls circled the pensinula on the return trip back thru San Francisco, enjoying the moonlight night to the limit. But the question is where did President Beth of Berkeley lose her hat?

—

It is good to report that Mary Campbell's coat was not stolen, after all, and the reputation of our club house is not questioned in that regard. Merely a mistaken exchange. But remember that free checking is usually obtainable.

—

That was a fortunate mistake the printer made in Mrs. Bunker's *ad* about MUSCLE OIL. The ad said *MIRACLE OIL.* The editor suggests changing the name permanently for it is said this *muscle oil* does work *miracles.*

Continued on page 4

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Thanks to the Juniors for the gift of a lovely fern to the club. Can't have too many of these gifts—they do so help—but we are all careless in caring for them. Some of the ferns gotten recently are beginning to wither and many of them are broken. Too bad—and all for a little attention!

—

We certainly appreciate the courtesy of those who contributed to the program of the Fellowship Tea on Sunday afternoon, sponsored by the P. O.'s They were an exceedingly talented group of women, giving us a delightful program, of piano solos by Miss Rosamond Gilmore; songs by Miss Edith Hibberd, and a reading by Miss Garland Wentworth.

The teas are growing in favor, showing that they meet a real need in the club, where sociability and entertainment may be enjoyed in an atmosphere of hominess and beauty. The P. O.'s wish to thank especially the committee in charge, Miss Barmby, Miss Chalmers, Miss Clow, Miss Baird, and Mrs. Whittaker.

—

Think Dr. Shields will soon be calling a meeting of the Rummage Committee and vigorous work will be begun on a concerted drive for material to sell when the sale takes place in May. Are you saving for this event? If not, no use to say any more about it. Only one person has phoned in for us to call..

—

—

PAPER! PAPER! PAPER! Yes, the Philomels need it badly. Can sell all we can assemble? Why not bring a package down to the club next time you drive down. Or ring up secretary and we will call if it is a pretty fair-sized bundle and is done up neatly. PAPER! PAPER! PAPER!

—o—

REFLECTIONS

1. Note the central letter in "raise."

2. Be sensible and play safe, but do not stand still.

3. Today's neglect means tomorrow's regret.

4. The han who feels certain of success, and labors to that end, is seldom mistaken.

5. After putting up a bluff a man is sure to stumble over it.

6. Being a thoroughbred does not depend upon your ancestors, but upon you.

MY SALARY

The hours you spend with me, dear "Mon,"
Are very few, it seems to me;
I count you over, every dime apart,
MY SALARY! My salary!
Ten cents a dime, ten times a "plunk."
To earn them is an awful grind;
I count each dime unto the end, and there—
A "dun" I find.
Oh toil, that is so poorly paid!
Oh salary, spent before we greet!
I kiss each dime, and try to find a way
To make ends meet—
Ye gods! To make ends meet!

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND CALIFORNIA

Volume Three | Oakland, California, March 15, 1926 | Number Sixteen

It is a good and safe rule to sojourn in every place as if you meant to spend your life there, never omittting an opportunity of doing a kindness, or speaking a true word, or making a friend.— Ruskin.

LUNCHEON

THURSDAY, MARCH 18, 1926

12:15 P. M.

The Plate 65 Cents

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COLONEL ANDREW SUMMERS ROWAN

the man whom ELBERT HUBBARD immortalized by his famous

MESSAGE TO GARCIA

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It would be hard to estimate just how much good this wonderful book has done. Suffice to say the need is ever great for such common-sense philosophy as the book conveys—and to see in person and to hear the man himself is indeed a rare treat. He is with us on Thursday next.

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Ohio has more than 30,000 women wage-earners.

—

Shingled hair was popular among French ladies at court fully 250 years ago.

—

One-fifth of all the working women in the United States are under 20 years ago.

—

In the middle of the seventeenth century a woman held the official position of rat catcher at the Tower of London.

—

Women are prohibited from holding positions as managers of motion picture houses in Hull, England.

—

Miss Mary M. Morgan is the only woman ever to serve as one of the 18 supervisors of San Francisco.

—

In Norway a girl who wishes to mary must first show a certificate of her ability as a cook before she can become a wife.

—

Mrs. Florence Casler, classed as a housewife, plumber and builder, has been made director of a national bank in Los Angeles.

—

Half of the patents granted women in this country from 1905 to 1921 pertained to appliance and articles for personal wear and use.

—o—

PHILOMELS

will meet Friday night, March 19, at dinner as usual at the club, 6:15. Unusual amount of business to transact. Choral rehearsal too.

Z. W. POTTER,
President.

EXCERPTS FROM COMMITTEE REPORTS AT ANNUAL MEETING

Financial statement showed a business handled by the club during the year of about $23,000.00. Quite a little business to be looked after by the directors, in addition to their own businesses, isn't it?

While we have very little on hand, we have paid off about $1100, debts incurred in equipping, and purchased $1000 or more of new equipment. So it is very encouraging, but takes careful management. There is much more we want to do this year, for our enjoyment of our lovely home.

Activities Committee showed a list of theatre parties, card parties, a costume party, and a system of telephoning to members in regard to all projected activities.

With these events, and the monthly Holding Company dance, the Fellowship Teas monthly, the Junior dances, Philomel and Past Officers' meetings, there is opportunity for every member to enjoy the form of club activity she prefers.

The Music Committee suggested that a set of songs be compiled for use upon any and all occasions. We have become a "singing club", with a high standard of appreciation of things musical, and must live up to it. Through the efforts of this committee we have enjoyed artists of great merit, as well.

The House Committee recommends that tickets be sold at the time reservations are made for special dinners and luncheons, with the seats bearing numbers, thus preventing much confusion. This committee has labored with the practical details of housekeeping, besides assisting the secretary in the work of cashier on crowded days.

The Publicity Committee's report dates from August 1st, only, as before that time it was handled by several different ones as an emergency matter. From August 1st to December 1st much space was obtained in the daily papers, and for the months of December, January and February, when a contest was opened offering a silver cup to the club obtaining the greatest lineage of publicity, the committee obtained 480 inches. Great!

The Hospitality Committee has been extremely helpful in keeping up contact with the non-attending members, kept away by illness or unusual circumstances, and showing the true club spirit existing in an earnest desire to know the "welfare" of each member.

The Reception Committee has made its report weekly, by being in welcoming attendance as charming hostesses.

To be continued in next week's Herald.

HARRY G. WILLIAMS

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A PLEASURE AND A PRIVILEGE

When Dr. Aurelia Reinhardt, President of Mills College, appears before our club on Thursday, March 25th, 1926, she will be our guest and speaker at dinner. It will then be our privilege to present to her a check for $50.

This money represents an annual prize to be offered Mills College students for the best 1000-word essay on the subject "The Professional Business Woman—her Work and Ideals."

The prize is given in the name of our club and the Past Officers Section of the club are sponsoring the movement and providing the money.

The P. O.'s have charge of the dinner and program for this event. The dinner will be $1.00 per person and reservations may now be made through any P. O. There will be group tables, each with a "P. O." hostess and every effort will be made for the happiness of members and their guests.

Next week's Herald will print the full program and will also enclose a reservation card for your convenience.

H. L. KRUGER.

RUMMAGE COMMITTEE

will please meet next Tuesday evening at the club house promptly at 7:30 p. m. Every member needs to be present as the time is all too short to lay plans for the big sale in May.

The following have accepted places on the general committee: Dr. Lillian Shields, ex-officio chairman; Zannette W. Potter, general chairman; Maud E. Petersen, Helen Burton, Victoria Escoffier, Josephine Holly, Leoma Henas, Bessie Clow, Mary B. Guber, Louise Booth, Gladys Barndollar, Edith Bakewell.

AMONG OURSELVES

At the last meeting of the year, Bird Wilson, who always serves our club as its *chaplain*, spoke most beautifully in memory of the five members of the club who have entered the Open Door during the year just past. These include Mrs. Florence King, Miss Esther Hoerst, Mrs. Sarah H. Borland, Mrs. Emma Schertzer and Mrs. Susan McFeeley.

The visitors from the northern district who attended the breakfast last Sunday just loved our building. The sun was bright and streamed through the beautiful yellow curtains in most inviting fashion. And they liked Mrs. Nattinger's breakfast, too. And sing! Oh, what a happy time we had! It was just the kind of morning to lend itself to song.

Miss Chalmers, who has been quite ill, is improving rapidly. Sue Bradley, also, will soon be home again from her brief sojourn in Merritt.

Congratulations to Mrs. Barker for one of the loveliest dances of the year. The Shamrock Dance will go down in club history as one of the nicest affairs ever!

The Philomels are planning two big events for the near future — the *Vaudeville Show* and an *Easter Bazaar*. The Bazaar is planned to take place in the south store room of the club building during the week preceding Easter, March 29 to April 3. Plan to buy your Easter lilies, ferns, candy, foodstuffs, etc, right here in your own building.

Donations of any of these will be most thankfully accepted. Proceeds to go to the *Chorus Fund* to take a few singers to the National Convention in July. *On to Des Moines!*

The outgoing officers, Mrs. Guber, Miss Saylor, Mrs. Goodrich, Miss DeToy, Miss Kuss, and Mrs. Whittaker, were initiated in the P. O. section last Tuesday evening, and at last reports all had survived. The way Mrs. Guber "peeled off" all official responsibilities and threw them to the winds, was amazing!!!

DORA B. COOLEY
Shorthand Reporter
Notary
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DISTRICT BREAKFAST

What a jolly party we had at the "Breakfast" on Sunday, the 7th, when the Berkeley club and our own were hostesses to the Northern Division of the State Federation of B. P. W. C. About 100 were in attendance, coming from Hollister and Salinas to the south, San Jose, Palo Alto, Burlingame, San Francisco, our own bay region, Alameda, Berkeley, Richmond, then northward from Sacramento and Chico.

The Garden Room was lovely with a profusion of jonquils and delicate greens, and the community singing was wonderfully good. Humorous greeting songs called for a response from each delegation, and sparkling repartee was the order of the day.

The business meeting was held in the Auditorium, Miss Anne Duffy, of Sacramento, chairman of the Northern Division, presiding. Very interesting reports were heard from the various committees, and a talk from the State President, Miss Z. Clement, brought forth an earnest discussion of the matter of the return of the State Federation to the National organization. Each club was asked to discuss it thoroughly and report its desire in that connection at the next state convention, a bulletin to be prepared by Miss Clement, assisted by Miss Potter and Miss Wilson of the Oakland club, furnishing information on the subject, to be sent to each club in the state federation. So we live in hope that California, with its fine, splendid business and professional women, may not longer remain with the small minority of Rhode Island, Delaware and Nevada outside of the National Federation.

B. M. W.

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND CALIFORNIA

Volume Three | Oakland, California, March 22, 1926 | Number Seventeen

Believe in yourself, believe in humanity—believe in the success of your undertakings. Fear nothing and no one. Love your work. Work, hope, trust. Keep in touch with today. Teach yourself to be practical and up-to-date and sensible. You cannot fail.

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DINNER

THURSDAY, MARCH 25, 1926

6:15 P. M. Sharp

The Plate $1.00

Program under the direction of the Past Officers' Section
Instrumental music during the dinner hour furnished by Helen and Marguerite Graham of Oakland.

Speaker of the evening

DR. AURELIA H. REINHARDT

President of Mills College

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Annual Prize to Mills College

Vocal Solo—Dr. Earl P. Cochrane, Baritone

Sketch—Living Pages from the Magic Book. Presented under the direction of Miss Elizabeth Patton of Berkeley.
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BUSINESS WOMENS HERALD

Official Publication of the
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ZANNETTE W. POTTER
Business Manager
Clay at 14th Sts. Ph. Lakeside 6700

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1608 Webster Street
Phone Oakland 1470

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Laura E. Pinkston.....Vice-President
Olive Bledsoe.....Rec. Secretary
Florence Bussell.....Cor. Secretary
Alice Kirkland.....Treasurer
Flossie M. Warner.....Auditor

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Gladys H. Barndollar.....Emblem
Mabel Kuss.....Hospitality
Jos. McClenegan.....House
Zannette W. Potter.....Music
Isabel W. Dingwall.....Membership
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Maud E. Petersen

THE HERALD STAFF

Zannette W. Potter.....Editor
Bird M. Wilson.....Asst. Editor
Mabel Saylor Peterson.....Advertising

BUSINESS GIRLS

Blue Triangle Club (Y. W. C. A.), 2332 Harrison, open April 1st; weekly rates, room and 2 meals, $6.50 up. Lake 945; Lake. 1515.

NOTICE

The Past Officers' Section has charge of the program for Thursday night, March 25th, and promise a most interesting occasion. This is an excellent time to invite your friends, both men and women, to enjoy the Club's hospitality.

If you have not yet made your reservation through a Past Officer please phone the club secretary at once, so that your place at table may be reserved. The Past Officers will hostess each table and will endeavor to make all feel at home.

Excerpts from Committee Reports at Annual Meeting.

Continued from last week's Herald.

The Membership Committee reports 27 applications accepted during the past year, and 24 for the Juniors. A drive having ended just prior to the beginning of the club year, immediately before raising of initiation fee, accounted for the small number. But several applications have come in this month, and the showing will be much higher this year. We want numbers, sufficient to maintain the overhead expenses, so that our profits from catering may be used for furnishings and general club projects, but above all, we desire quality rather than quantity in membership.

The report of the Herald showed an increasing cost, in the raising of the postage from 1 cent to 1½. The amount paid by the Club just about meets the postage, all other expenses having to be met from advertising. Total cost per week, about $38.50. And this pays nothing for time of the editor, of course. Suggestions is made by the editor that the Herald be issued every other week in place of every week. Let us hear from the members about that.

The Philomel section's principal effort of the year was the Minstrel Show, netting $170.52, $100 of which will be devoted to Fenton House, the balance to future work of the section.

Its present project is to send a delegation to Des Moines, Iowa, in July to the National Convention, to compete in the national song contest there. It is desired to raise a portion of the funds for the expense of this trip. Wouldn't it be wonderful to bring back the cup to Oakland?

The Past Officers' section, in addition to rendering various smaller services during the year, has undertaken to establish in the name of the club, an annual prize of $50 to be given a student of Mills College who shall write the best essay on the subject, "The Professional Business Woman, Her Work and Ideals". The presentation of the first $50 will be made at the dinner of March 25th, when Dr. Aurelia Reinhardt will be our guest and speaker. It is hoped to later give a similar prize to a student at the University of California.

The P. O.'s also have ambitions to secure an adequate library for the club, and to be of general service in promoting good fellowship and high ideals for which the club stands.

The Junior section has 60 active members, with applications for about 15 more. Their report shows a social event at least once a month, besides assisting the senior club on various occasions.

They, also, have a student loan fund under way, and have a choral section functioning. An exceedingly interesting report is on file, showing a very live section coming on to help us out later on, as trained "seniors".

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INSTALLATION

As the Herald goes to press early Friday morning, it is impossible to get a report of a Thursday evening meeting into the issue of that week, but the occasion of the installation of our new officers was so delightful, that mention must be made of it, even though so late.

Each retiring officer installed her own successor, presenting flowers and giving "pointed" directions for the conduct of the office, while the retiring officers were conducted by Mrs. Jessen, as special escort, to the Past Officers' table, where they were given a hearty welcome.

Miss Saylor, in accepting the presidency, spoke with much earnestness and dignity of the ideals and aims of the club, expressing a faith in still greater service in the community with the co-operation of all club members. Her enthusiastic reception into office conveyed the full assurance that the reins of guidance for the next year are in good hands.

The retiring board of directors presented Mrs. Guber with a picture, as Miss Chalmers charmingly expressed it, "To Mary Belle in the blue gown, we present Alice with the blue gown".

After the installation Mrs. Wilson-Jones spoke most entertainingly of her life abroad, with personal reminiscences of the great musicians and composers, members of the royal family of England, and other notable personages. Mrs. Wilson-Jones is a delight to the eye and a charm to the ear. We were loath to say good-night.

B. M. W.

ABOUT CHAIRMEN

There is a saying that a committee is usually the chairman. Not so with the RUMMAGE COMMITTEE. Every member is an executive and will handle an active sub-committee and also be responsible for certain duties being performed. The only need of a chairman is to prevent everybody talking at once and to see that things take place in some kind of orderly fashion. No one is above another in the work of the RUMMAGE COMMITTEE—all are equal. Tuesday night has been set aside for the meetings of this committee and it behooves every member to be present—otherwise this member's work goes undone.

Will all who have accepted places on this important committee so arrange their social and business calendars to include Tuesday night at the club beginning at 7:30 o'clock sharp. The committee had a profitable meeting last Tuesday night but a fuller attendance is necessary in the future. Miss Booth has promised a WAFFLE FEED for those who are faithful next time. Come a running!

RUMMAGE ! RUMMAGE ! RUMMAGE !

Go through your closets and your attics, your basements and your bureau drawers. Reach high and hunt low for rummage articles of any and all kinds. We can sell it—giving the **Holding Company** very needy help—and meanwhile giving you a very needy relief from that cluttered-up feeling so prevalent in the spring time. You will breathe more freely, your head will be clearer to have had a house cleaning.

Drop everything you assemble into a box and save it till it overflows, then ring the club, Oakland 1470. We will call. Then begin saving all over again. REMEMBER THE BIG SALE IS IN MAY. We will need every member's co-operation and help. Ask your neighbors today to save for us—they will thank you for telling them. THIS RUMMAGE SALE IS YOUR AND THEIR OPPORTUNITY! SEE IT THAT WAY? WHY NOT?

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EASTER SALE

The Philomels will conduct a sale in the vacant store rooms of the club during the week preceding Easter. Someone will be in charge from eleven to six daily, serving all customers with numerous articles and foodstuffs. There will be baskets of colored eggs, Easter lilies, ferns, jellies, hot cross buns, delicious mayonnaise, home-made candy, doilies, fancy work, etc. Club members are donating many attractive things for sale at reasonable prices.

Proceeds will be devoted entirely to a fund to defray expenses to Des Moines during July. Members please co-operate to the limit in this worthy undertaking. Haven't you something you will donate?

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Take care of your face with
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Attorney at Law
Rooms 702-3-4
1st Nat'l Bank Bldg., Oakland

AMONG OURSELVES

Maude Petersen has been on the sick list. Cheer up, Maud E. We need you back.

Dr. Pauline Nusbaumer has been a hospital guest—better now and at home.

Elizabeth Arlett is holding her own. Best wishes for her ultimate and complete recovery.

Jeannette Saunders from Redlands writes that she feels now that she is destined to a sure recovery to health.

Sue Bradley is doing as well as can be expected—is still at Merritt.

Miss Pritchard and her mother are spending a week in Los and vicinity.

Note the new list of officers and standing committees in this Herald. All filled but two committee heads. Come, ladies, ring volunteer your services for the coming year, either for activities or program committee work. It was a difficult task to fill all the vacancies this year. Now is the time for some of those who have not served on any committee to shoulder their share of the club work. Plenty to do always, most of it thankless, to be sure, but some one must do it. Why not YOU?

We still have birthday parties to attend. A group went to San Jose Saturday night to help celebrate the fifth year of club life to the Garden Cityites. Meeting held as usual in beautiful Hotel Vendome. All report a lovely time. Those who went put on a clever stunt, singing SWEET MISS MARY en costume. They were: President Saylor, Mrs. Guber, Zannette W. Potter, Esther Goodwin.

Do you know the Philomels could sell more paper if they only had it. Missed a sale last week—out of stock. Too, too Miss Saylor, Alameda 314, and bad when club members in the aggregate probably have tons of it which could be sold for a good price.

Only let us know and we will be glad to call. Ring Oakland 1470.

Time to garden now! Who will donate new plants for our roof garden boxes?

Kindly report all cases of sickness to the Herald. We like to keep the club members posted and our sick must not be neglected.

Look at our new advertisers in the Herald—the work of our new advertising lady, Mrs. Seccombe. Also look at some more of the old faithfuls who use the Herald to advertise their wares in. And above all look the good people up when you go shopping. They deserve your first consideration. Tell them where you saw their ad, too.

PHILOMELS.

Will meet Friday night, March 26, at dinner as usual at the club, 6:15. Unusual amount of business to transact. Choral rehearsal too.

Z. W. Potter. Chairman.

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OAKLAND CALIFORNIA

Volume Three | Oakland, California, March 29, 1926 | Number Eighteen

Face the problems. If we are to succeed, it must be each doing to the best of his capacity, remembering that in a sense he is his brother's keeper.—Roosevelt.

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LUNCHEON

Thursday, April 1, 1926

12:15 Sharp

The Plate—65 Cents.

BUSINESS MEETING

Miss Saylor is anxious to have all Standing Committee Chairmen and Officers present at this meeting.

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Maud E. Petersen

THE HERALD STAFF

Zannette W. Potter.....Editor
Bird M. Wilson.....Asst. Editor
Mabel Saylor Peterson.....Advertising

Reception Committee For April

Ann Ryan, chairman.
Esther Goodwin.
Grace Maurer.
Mary Barnby.

RUMMAGE COMMITTEE

Meets every Tuesday night in the club rooms. The committee has been somewhat reorganized and now consists of Lillian Shields, Z. W. Potter, Maud Mitchell, Victoria Escoffer, Bessie Clow, Mary Guber, Leoma Henas, Gladys Barndollar, Carrie Hall, Mabel Saylor Peterson, Mary Campbell, Louise Booth and Helen Burton. Will these plan to be in attendance next Tuesday night without fail at 7:30 p. m. sharp.

RESURRECTION

Out of the night's dense darkness
I lifted my soul to Thee,
And sought with the eyes of mortals
Thy shining ways to see.

But my eyes were sore with weeping,
And the love of my heart was cold;
And no more came the heavenly vision
As it did in the days of old.

It was only a phantom answered,
And these were the words it said:
"Return to your man-made prison,
For the God of your youth is dead."

"Is dead? Then who is speaking?"
I said in my heart's deep pain;
And the Voice of the Silence answered:
"Was dead, but I live again."

Now a newborn hope sustains me
That will not pass away;
Each moment is resurrection,
Each day is judgment day.

And never a dream shall perish;
And all I seek, I find;
As I see with faith illumined
And the resurrected mind.

—Henry Victor Morgan.

SAVE YOUR RUMMAGE

In the Herald you will find a slip of important information about the Rummage Sale. Please read every word of it and act accordingly. If we begin saving now, we can bring in so many more dollars to the Holding Company and we won't be sorry when the event is all over and we count the returns. By acting now we will have no regrets then — we will have given to the limit. Eh?

SAVE YOUR RUMMAGE NOW

JUNIOR SPORT DANCE

"Get your sport togs out!" The Juniors are giving a "Sport Dance" on April 16th. Marion Wharton is chairman and she is planning a surprise.

After the last meeting, the monthly social was held, the Juniors being hostesses to the newly organized Junior Section of Berkeley. The evening was spent in bridge and whist.

Business meeting, April 6th.

LAURIE THORNE,
Publicity Chairman.

Designers and Makers
of
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A Real Treat—
At Your Club or Your Home
SUPERIOR ICE CREAM
Order By Phone
OAKLAND 1200

IT IS UP TO YOU

This from ye editor of The Herald.

Someone who can and will *stay on the job* as advertising manager is needed badly right now. The work is hard, yes, so is the editorship. Just now the editor is attempting to do both—it is too much—and it is unfair and most unthoughtful to ask one person to shoulder the whole burden. Also, the club *decides* that the Herald shall come out every week, but what are these same people doing to support the Herald. Willing horses don't mind serving, but it gets to be an imposition at times and then it is well to call a halt. So take notice, the editor henceforth refuses to solicit ads for the Herald. If the ads contained therein do not pay for the issue the cost will revert to the club for payment.

Z. W. POTTER, Editor.

EASTER SALE

The EASTER SALE is coming on—developing BIG. The stores in the club building will be open all this week beginning March 29 to Saturday night, April 3, at 9:00 o'clock.

Order your Easter baskets at the sale. The phone number will be Lakeside 2237. Let us serve you through the entire week. Buy your ferns and Easter lilies of us. They are beautiful.

Stop in as you go shopping and give us a call whenever you visit the club house. We have many lovely things for sale that will serve your daily needs. HOT CROSS BUNS—fresh every day—will be on sale and many other food stuffs. If the weather stays warm we will serve ice cream. Mrs. Carpenter of Barber's will have a beautiful fancy paper display which will be worth seeing. At any rate visit the Sales Rooms, 1602 Webster Street. Proceeds will be devoted to sending a singing unit to Des Moines in July. The Philomels will need your help.

THURSDAY NIGHT A BRILLIANT SUCCESS

The P. O.'s are to be congratulated on the great success of their dinner last Thursday night when Dr. Reinhardt of Mills College was the speaker-guest of the evening. Miss Jessie Eckles, chairman of the affair for the P. O.'s, presided and every detail of the delightful program was enjoyed by more than two hundred club members and their guests.

With Dr. Reinhardt came Prof. Mary Roberts Coolidge and Prof. Margaret Owen, both of the Mills faculty.

Dr. Earl P. Cochrane of Alameda sang a number of songs most effectively, among them negro spirituals, and Miss Elizabeth Patton, student of the Garfield High School of Berkeley, gave some interesting pages from the Magic Book.

The fifty-dollar scholarship fund—a gift of the P. O.'s, was presented to Mills College with due ceremony, and with much appreciation on the part of the recipient.

Designing and Making The Smart
LaVelle Frock
in all shades Flannel or Silk suitable for stout or slender figures
3251 Grove Street, Oakland
Phone Humboldt 6996

Tel. Oak. 907
BEKINS
Van & Storage Co.
FREE CITY MAP

TICKLISH

A teacher was instructing her class in the use of antonyms.

"Now, children," she said, "What is the opposite of sorrow?"

"Joy," shrieked the class in unison.

"What is the opposite of pleasure?"

"Pain."

"And what is the opposite of woe?"

"Giddap."

—

When you think the door to a successful future is closed against you, the ivory knob that holds it shut isn't on the door.

—

"I. B."—Why does a teller in a bank have those bars in front of him.

Frank—That's just to remind him NOT to.

—

Superiority: An unhappy cynic sneering at a boob who is happy.

—

Mr. Gayly—The doctors say baldness is on the increase.

Mrs. Golietly—Well, you can't drink hair tonic and have it, too!

Scientific Scalp Treatments given to MEN *and* WOMEN
Mme. Tregar's Preparations used exclusively
LILLIAN M. SPENCER
MAY W. PERRY, R. N.
Rm. 442 Oakland Bank Bldg.
Oak. 3837

SUPERFLUOUS HAIR PERMANENTLY REMOVED
BY **KI-KO**
1225 First Avenue Merritt 513

Just in Time!
A Special Purchase of Easter Dresses
Charmingly animated
$37.00
Hyman's
Oakland
Berkeley

To be SLENDER
is the VOGUE

Take the easy, pleasant way
at

Capwell's Beauty Salon
Mezzanine Floor

THE REDUCYLE
ELECTRIC CABINET
SWEDISH MASSAGE
Expert in attendance

THE PALETTE
Entertaining by
Appointment
Carol Josephine Brown
Eunice Castle Richardson
with the
CASTLE STUDIO
(OLIVE T- CASTLE)
5320 Broadway
Phone Humboldt 1305

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MRS. C. E. SHEETS
Efficient Office Help Furnished
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Federal Realty Bldg., Oakland

MULTIGRAPH
LETTER
COMPANY
Tribune Tower
Suite 701-2
Notary Public *Stenographers*
Typing *Addressographing*
Mimeographing *Circularizing*
Gladys H. Lent-Barndollar
Phone Oakland 3718

AMONG OURSELVES

Our club member, Mrs. Rosseter, writes of thrills every moment of the day in that land of ancient times, unfathomable Egypt. She has seen the great contrasts of King Tut in all his glories of wealth, and the natives of Cairo in their pitible squalor and poverty; she has questioned the inscrutalbe Sphinx, and visited the Pyramids in the magical beauty of the moonlight, going there on camel's back, which she says is not so bad a way of traveling, if the beast would only not make up hi smind to hump himself occasionally, causing indescribable emotions as you sudrise high in the air. She is denly sink to the ground, or now on a caravan trip through the great desert, with camels, tents, dragomen, and all the "fixings," camping each night at a different spot, hunting some new oasis hidden away amid the hummocks of eternal sand, golden sand stretching away to the distant horizzon in shimmering brightness. And maybe there'll be real bandits attacking at night! !

And our former member, Grace Borroughs, who journeyed from New York with the Denishawn Dancers, across the Pacific and through the Orient is spending a few days in that marvelous land with Mrs. Rosseter, on her way to Paris, to perfect herself in the history costumes, and technique of Period dancing. In Cairo she was invited to dance at an exclusive harem, and was besieged with inquiries about American women. But alas, their greatest interest was in American jazz.

Have you seen the blossoms in the Tea Garden at Golden Gate Park? They are as thrilling as the Santa Clara Valley, on a miniature scale; a marvelous effect, a riot of color; well worth a trip to see.

COMMITTEE CHAIRMEN: PLEASE TAKE NOTICE

Will you please phone to Miss Potter, Lakeside 6700, on Tuesday of each week, any activity of your committee, or any item of interest to club members, concerning any member, or any matter outside. This will greatly assist in the Club Notes of the Herald, and by systematic effort take but little of your time.

ELLA SAYLOR.

GRAND PRIZE
MADE IN CALIFORNIA
CARBON PAPER
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Hundred Per Cent Natural Foods
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Plan Your Garden Now and
buy your Dahlias
and Iris at
Encinal Garden
Edna M. F. Spencer
1324 Weber Street Alameda
Telephone Alameda 2439

Lakeside 7664 Res. Thornwall 1780
Mrs. M. A. Bloedel-Frey
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Shampooing and Manicuring
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Federal Realty Building
Phone Lakeside 1342 Oakland, Cal.

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ARCHITECTS
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Title Insurance Building

QUALITY
C & R
SERVICE
COOLEY & PARKER
PRINTERS
907 Franklin Street, Oakland
Phone Lakeside 1341

BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND CALIFORNIA

Volume Three | Oakland, California, April 5, 1926 | Number Nineteen

"Upon thy bended knee thank God for Work.
Work, once man's penance, now his high reward;
For work to do and strength to do the work,
We thank Thee, Lord."

—Selected.

To be SLENDER
is the VOGUE

Take the easy, pleasant way
at

Capwell's Beauty Salon
Mezzanine Floor

THE REDUCYLE
ELECTRIC CABINET
SWEDISH MASSAGE
Expert in attendance

PATRONIZE OUR ADVERTISERS—TELL THEM YOU SAW IT IN THE HERALD.

DINNER

Thursday Evening, April 8, 1926
6:15 Sharp

Speaker: **Mr. Kenneth Millican**

Subject: **"Banking Do's and Banking Don't's"**

There is only one Kenneth Millican—we have all heard him—all want to hear him again. In a short time this experienced business man can give more real live pointers on what *to do* and what *not to do* than any other man alive—and that is saying some. He *knows* and can tell tell with a *punch.*

Make your reservations early. Ring Oakland 1470.
There will be a good musical program, too.
The plate, 85 cents.

1721 Webster St. Lake. 1648
Be Neighborly and Park
Your Car in

State Garage

INSURING SAFETY

Storage and General Repairs
Day and Night Service
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The Venus, Inc.
Oakland, Calif.

TREAT YOUR FAMILY TO AN OCCASIONAL DINNER AT THE VENUS

Fine Candies, Cakes and Desserts

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Personal Services in all cases

1445 5th Ave., Cor. E. 15th St.
Oakland California

BUSINESS WOMENS HERALD

Official Publication of the
BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.
Address all communications to
ZANNETTE W. POTTER
Business Manager
Clay at 14th Sts. Ph. Lakeside 6700

Issued every Monday in the interests of the Business and Professional Women's Club
1608 Webster Street
Phone Oakland 1470

OFFICERS

Ella Saylor.....President
Laura E. Pinkston.....Vice-President
Olive Bledsoe.....Rec. Secretary
Florence Bussell.....Cor. Secretary
Alice Kirkland.....Treasurer
Flossie M. Warner.....Auditor

STANDING COMMITTEES

Appointed for each event.....Activities
Ora Pennington.....Civic
Gladys H. Barndollar.....Emblem
Mabel Kuss.....Hospitality
Jos. McClenegan.....House
Zannette W. Potter.....Music
Isabel W. Dingwall.....Membership
Dr. Minora Kibbe.....Program
Anna Burr.....Publicity
Mary B. Guber.....Reception
Bird M. Wilson.....Revision
Carrie Hall, Z. W. Potter.....Service Clubs Council

ANOTHER SECTION

As our club grows, sections naturally form to meet the various desires. And now the P. O.'s are inaugurating a book review section, to meet once a month, for an hour or so reviewing books, current events, etc. Those of us who are too busy to do much reading, will welcome the opportunity to gain information of the world of books in this manner.

The first meeting will probably be on Saturday afternoon, April 17th, at 2 o'clock, in the lounge. All members invited, and you may bring your friends if you desire.

—o—

APRIL DANCE

The Holding Company's April Dance will take place in our Auditorium on Friday night, April 9. Admission 50 cents.

Exceptionally good music and good punch as well as exquisite decorations are promised by the following Committee of Hostesses:

Edith M. Bakewell, chairman.
Maude E. Peterson.
Catherine Rucker.
Elsie C. Beaumont.
Mary E. Campbell.
Alice Irwin.
Anna Burr.
Helen J. Callahan.
Eva K. Stromberg.

HAVE YOU HEARD THE VOICE?

Are you plodding along in some business or profession, because you feel you must have the financial increment from it?

Or have you heard the Voice calling you, and you are following? If so, you have your vocation—a calling, and your business is your occupation, using your talents, making something of value in your effort; and in that there is a spiritual increment, as well as financial gain.

Dr. Reinhardt made this very plain her talk to us, and it is worth while thinking about it as we choose our "vocations", and as we go along through the years following our callings.

Women are just beginning to realize the power to create out of the increment that is theirs certain beauties that were not there before. And to do this means taking a little ime from the rush and hurry of the times to be quiet, and think things out, not be a race of guessers, taking a chance on things as they present themselves, but looking within to our real kingdom, the mind, for wisdom and guidance. And that kingdom must have its furnishings, to produce its own joys, good books, the uplift of the poets, good plays, good associates, good thoughts. Then indeed is the mind a storehouse, yielding always to yourneed.

As business men of every country have been great doers of good, great lovers of their country, making great contributions for the betterment of mankind, so business women are now making their contribution to the world, bringing a spirit of co-operation rather than rivalry.

"Let us do our work together. Many together may do what one alone cannot do."

—o—

IN OTHER WORDS

Don't Sell Mere Things—Sell Effects.

Don't sell pianos—sell home life and music and pleasant evenings.

Don't sell clothes—sell personal appearance and attractiveness.

Don't sell shoes—sell foot comfort and the pleasure of walking in the open air.

Don't sell automobiles—sell travel and scenery and the great outdoors.

Don't sell life insurance—sell the feeling of security in the family circle.

Don't sell fruit—sell health and pure blood and a life without drugs.

Don't sell candy—sell happiness and the pleasures of taste.

Don't sell furniture—sell a home that has both comfort and refinement.

Don't sell books—sell the joys and profits of knowledge.

Don't sell theater tickets—sell forgetfulness and amusements, romance and adventure.

Don't sell toys—sell gifts to make the kiddies happy.

Don't sell things—sell ideals, feelings, self-respect, home life and happiness.

Tel. Oak. 907

FREE CITY MAP

Designing and Making The Smart
LaVelle Frock
in all shades Flannel or Silk suitable for stout or slender figures
3251 Grove Street, Oakland
Phone Humboldt 6996

A RUMMAGE TALK

If you have really begun to save rummage for our May sale you feel better already—you know we spoke of that unencumbered feeling when one begins to clean out the dark, cluttered-up places in one's habitation. What a sense of freedom it brings, doesn't it? And a strange thing about it all is the fact that the more we get rid of the better we feel. Perhaps it is meant that we should not take unto ourselves a surplus of this world's goods—so soon do they become useless to us and then a burden. Psychologists tell us that when a thing ceaes to thrill us we should pass it on for then others will get the thrill that we have enjoyed—in other words, *keep things moving.* And the *May Rummage Sale* affords us this grand opportunity to keep a great quantity of things we have *moving.*

Through the courtesy of Miss Escoffier, transportation chairman of the Rummage Committee, and the extreme kindness of the Hall-White Printing Company, 775 22nd Street, we have been given those very useful folders telling us all about what to save, etc. Consult this list frequently and ring the club if your donations are too large for you to carry yourself.

Your neighbor, too, will be very grateful to you when you let her know about our plan for a big rummage sale and she will help and others will lend a hand and how happy we will all be when it is over and we have many, many dollars added to the Holding Company exchequer.

ATTEND THE THEATER PARTY

On Tuesday night, April 13, when CLAIRE DUX(soprano, of the Chicago Opera Company, will appear in Oakland at the Auditorium Opera House in an exceptional program under the direction of Zannette Potter.

This activity is one of a series of events designed by the Philomels to assist a few of their singing group to make the trip east this summer to Des Moines, Iowa, when the national B. P. W. C. meets in July. WILL YOU HELP IN THIS CLUB VENTURE?

YOU WILL ENJOY DUX TO THE LIMIT, so help swell the fund by using the ticket-coupons you will find in this week's Herald. The usual 40 per cent will revert to the fund. The price of tickets: $2.00, $1.50 and $1.00. Figure it out yourself: On a $2.00 ticket we make 80 cents, and so on down. Good seats available any place in the house. Call at Sherman Clay box office or ring Lakeside 6700 and tickets will be taken to box office for you on night of concert. That spells SERVICE, doesn't it? DON'T MISS THIS EXQUISITE CONCERT. It is seldom any organization has the privilege extended to them of giving a theater party on high class concert attractions. Take advantage of this dispensation and attend this event, bringing a friend with you.

JOIN ALICE ZWILLINGER'S
BUSINESS GIRLS'
DANCING CLASS
Every Wednesday Night 6:30
Sciots Hall, Phone
529 Twelfth St. Fruitvale 2662-w

USE
NADAME TREGAR'S
TOILET PREPARATIONS
NONE BETTER
MAY BUNKER, Mfgr.

AMONG OURSELVES

Our roof garden is coming up. Dora Cooley, Bird Wilson and others who have persistently "mothered" the flowers and shrubs along for a year or more seem to be working overtime lately so the growing things will get a good start before the hot weather. It is so beautiful out there. Thanks, girls, for your valued services.

The Rendezvous Klub met Tuesday noon with a goodly attendance. We are waiting for some sort of startling announcements.

Z. W. Potter went to Modesto over last week-end.

Maud E. Petersen took small son out of town over last Sunday.

Mabel Saylor Peterson is back from Los, we hope to stay this time. Missed you, Mabel.

Blanche Stedman with friends spent the whole vacation week at Bolinas Bay reporting a wonderful time.

Sue Bradley is now back home feeling pretty well again. That's good.

Good idea of President Saylor to appoint no regular chairmen of activities this year, but to choose a separate chairman for each event as it comes along.

Dr. Kibbe has accepted the chairmanship of the program committee.

A peppy business meeting was that last Thursday. Lots of singing, fun 'nev'rything. The year seems to be starting off well with good attendance at all meetings.

The Juniors have a choral section now and have weekly practices under Mrs. Irwin's direction.

Bird Wilson has jointed the ranks of bobbed hair. Said she just couldn't let Dr. Shields get ahead of her in deserting the covered wagons. Now, come on, Doctor.

Continued on page 4

Kronke-Brampton Co.

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Elsie O. Stoltz — Lola C. Stephens

The Yellow Lantern

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BRASSES, HAND MADE LINENS

46 Grand Avenue Oakland, Cal.

Lakeside 2270

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or Your Home

SUPERIOR ICE CREAM

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OAKLAND 1200

AMONG OURSELVES

The Easter Sale in our vacant store rooms was a success, especially with the Easter baskets. Showed us all that these vacant rooms might be used for a pre-rummage sale. Eh? Why not?

Mrs. Olive T. Castle, who put the finishing touches on our Sunset Room, is now a club member. May we get more talented women like her.

By the way, have you yet visited *The Palette* out on Broadway, presided over by Eunice Castle Richardson, who is Mrs. Castle's daughter, and Carol Josephine Brown—a duo of charming young women who have struck the proper note in their establishment of a dainty tea room which is already catering to the demands of a select and fast-growing clientele. All success to these new business women in their unique venture.

Dr. Minora Kibbe was hostess last week to a few club friends at a very smart luncheon. Wistaria decorations and lavender table appointments affording a beautiful setting to the tasty viands.

No meeting of the RUMMAGE COMMITTEE this week—but please hold Tuesday night open, ladies, for the present. May will be here before we know it and then the *big fun will be ours.*

We need a membership drive and we hear President Saylor will soon institute one. Many up-and-doing business women wish to be affiliated and we need them. Better hurry.

Woman's Benefit Association

The Largest, Safest and Strongest Fraternal Benefit Society in the World, composed exclusively of Women.

MRS. MINNIE W. AYDELOTTE,
403 Wakefield, Building

DORA B. COOLEY

Shorthand Reporter

Notary

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Phone Oakland 7280
Res. Piedmont 243-W

Phone Oakland 6119

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Telephone Alameda 2439

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BY **KI-KO**

1225 First Avenue Merritt 513

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Lakeside 3600

Federal Realty Building

Oakland, Calif.

Charles H. Seccombe

Attorney at Law

Federal Realty Building

Phone Lakeside 1342 Oakland, Cal.

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PRINTERS

907 Franklin Street, Oakland

Phone Lakeside 1341

BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND CALIFORNIA

olume Three | Oakland, California, April 12, 1926 | Number Twenty

Anyone can carry his burden, however heavy, till nightfall. Any one can live sweetly, patiently, lovingly, purely, till the sun goes down. And this is all that life ever really means.

The Gray Shop

Oakland
Berkeley
Long Beach

New Spring Coats

Distinctive Sport Coats in the smartest fabrics of the season. You can choose from Imported Tweeds, Camels Hair or from Novelty Worsteds with plaids or stripes. Some of these clever models have fur trimmings; others in regulation sports styles. All of them are well cut and beautifully tailored.

$25.00 UP

LUNCHEON

Thursday, April 15, 1926

12:15 P. M. Sharp

The Plate, 65 Cents

Speaker: **Mr. Frank F. Ellis**

Subject: **"Versatility and Characteristics of Plant Life"**

will tell us about the flowers that are in our Gardens and Parks and why they are there and why otheis perhaps might be there.

Mr. Ellis is conected with the Agricultural Department of Fremont High Schol.

BESSIE WOOD GUSTASON, Chairman.

Fat People Made Thin

The Reducycle

3815 Broadway

Piedmont 8148

MONTCLAIR

Oakland's Residential Park

Lots average in size 100x120
Homes will not be crowded

Geo. B. Brooks Co.
Realtor

Humboldt 4624

Continued next week

Miss Saylor's

Unusual Chocolates

Made in California

SOLD EVERYWHERE

BUSINESS WOMENS HERALD

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Carrie Hall, Z. W. Potter ..... Service Clubs Council

DIRECTORS

Mary M. Campbell
Suzaane M. Chalmers
Victoria Escoffier
Mary Belle Guber
Ida W. Havlin
Maud E. Petersen

THE HERALD STAFF

Zannette W. Potter.....Editor
Bird M. Wilson.....Asst. Editor
Mabel Saylor Peterson.....Advertising

ANOTHER CLUB MEMBER CALLED

Dr. Alice Bush passed away in Shanghai, China, on March 13 of this year of pleura-pneumonia.

She was the daughter of the late David Bush, a member of the Vigilantes Committee and for years tax collector of San Francisco. Bush Street was named for him.

The Doctor was a well-informed woman, especially keeping pace with political questions and an ardent worker and believer in woman's suffrage. Her admiration of Roosevelt was unbounded. The Doctor's faith in the work of women was illustrated by her being one of the fifty-two women who had the vision and faith to make our beautiful club home a reality.

She was a graduate of the Hahnemann College of the Pacific and altho a conscientious and successful physician she was at heart a home maker and mother. She always maintained a home and those who knew her best proclaimed her a bright and charming hostess. Unselfishness was one of her chief characteristics and her cheery willingness to help anyone in distress was a part of her life. She was always steadfast and loyal in what she believed was right.

Those who knew and respected her, will miss her from her place in our civic and club life.

"She was an angel of mercy, a dear loving doctor,
She moved in and out in her service of love;
Relieving the poor sufferer or cheering some mother,
Forgetting herself in helping some other."

Contributed by LILLIAN SHIELDS, M. D.

NOTICE

The Book Review Section will have its first meeting in the Lounge of the Club House on Saturday next, April 17th, at 2 o'clock. A pleasant hour is anticipated. All club members invited, and may bring friends if desired.

A late book will be reviewed by Mary Barnby.

A current event will be described by Claudine Detoy.

An old-time poet will be interpreted by Bird Wilson.

JUNIOR SPORT DANCE

Date—Friday Evening, April 16th.

Place—B. P. W. C. Auditorium.

Plans—A dark secret.

Chairman—Marion Wharton.

Decorating — Leila Marcus, Chairman.

Mark your Calendar for one of the best dances of the season.

For a Better Figure
THE REDUCYCLE
Leads the Way
OR THE
ELECTRIC CABINET
OR
SWEDISH MASSAGE
Expert in attendance
For Greater Charm
A Permanent Wave
at
Capwell's Beauty Salon
Mezzanine Floor

Tel. Oak. 907

FREE CITY MAP

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10 a. m. to 5 p. m. Daily
Mrs. B. Preshaw Designer
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WITH CURTAIN STORE
520 - 13th St. Oaklan 398

RUMMAGE SALE

HOLDING COMPANY

OF THE

Business and Professional Womens Club

WEEK OF MAY 17 - 22

WILL YOU HELP?

LIVER CONTRIBUTIONS TO CLUBHOUSE

1608 WEBSTER STREET

ARGE PACKAGES WILL BE CALLED FOR

one Club Secretary, Oakland 1470 or fill in and return this slip without delay.

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RESS_____

NE _____

N TO CALL_____

SUGGESTIONS FOR RUMMAGE

Household goods, furniture, rugs, lace ins, bedding, linen, towels, etc.

Kitchen utensils, dishes, jelly glasses, ed goods, jellies etc.

Phonograph records, radio parts, sheet , books, pictures, bric-a-brac, ornaments, e plants.

Jewelry, laces, purses, leather bags, games toys.

Clothing of all kinds for men, women, ren and infants. Gloves, boudoir caps, shoes, stockings, underwear, etc.

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PRINTERS, LITHOGRAPHERS, BINDERS
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ATER

M.

Throng!

has accepted the decorating com- ly help her by g her at Hum-

Irs. Rucker de- their generous sales. Both are And did you ter's applesauce

had the lucky vonderful Easter 'ENUS thru the es Reiff. Thanks aroly in partic-

rmeil who drew donated by the Grand Avenue the creation.

lovely chocolate nch at the Club. Mr. Hans John- aker.

ent to Los An- end the conven- **Advertising** and

Irs. Edith Bake- success of the nce on Friday ch she was the Excellent music rs, tasty punch w, what more :?

the opening of tion, under the 's scheduled for April 17. Plan erings, if you e thing—a cry- life, and bring

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HEAR

Vera Barstow

Celebrated Violinist

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Thursday Night

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Assisting Artist
GEORGE GRAMLICH
MARGARET HUGHES
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For Greater Charm
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Mezzanine Floor

ANO

Dr. Al
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The Book Re
have its first
Lounge of the
Saturday next,
o'clock. A ple
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if desired.

A late book
by Mary Barn

A current e
scribed by Cla

An old-time
terpreted by B

JUNIOR SI

Date—Friday
16th.

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Plans—A da

Chairman—M

Decorating -
Chairman.

Mark your
of the best da
son.

DON'T MISS THE CLAIRE DUX THEATER PARTY

Tuesday Night, April 13, 8:30 P. M.

Auditorium Opera House

Everybody's Going! Join the Throng!

CLUB NOTES

Miss Suzanne Chalmers, who has been seriously ill, is improved as latest reports reach the Herald. Best wishes attend her.

Dr. Shields is better after a three-day stay at home, taking a deserved rest.

Miss Claire Simmons is also a valiant member of the roof garden committee and should have been mentioned last week along with Bird Wilson and Dora Cooley. Who else will donate plants of any kind?

RUMMAGE, RUMMAGE, RUMMAGE! YOU SEE MAY IS NEARLY HERE!

Who are planning to go to Fresno on the 24th of April to attend a series of club meetings beginning with a banquet Saturday night, including a breakfast Sunday morning and a business meeting Sunday afternoon. Report to Miss Saylor. Reservations should be in soon.

Remar Bakeries heads the list of those who donated most generously to our Easter Sale. Please accept our thanks. Also the Growers Cut Flower Co., 329 14th Street, were very generous in commissions on Easter lilies. And the Superior Ice Cream Co. were liberal also, to say nothing of the California Health Products Co. and the Venus in particular. Moral: Patronize these good trades people when you need any of their products.

About $125.00 clear was made at the Easter Sales conducted by the Philomels for the benefit of the ON-TO-DES MOINES FUND. Not so bad considering. Guess the girls won't have to walk to Des Moines after all, eh? Not if all their little plans succeed whereby they hope to raise considerable more money before July comes along.

But the best and easiest money will accrue from the CLAIRE DUX THEATER PARTY tomorrow night, when everybody will get the thrill of attending a first-class concert and helping the girls ,too. Take your tickets right to the theater with you where exchanges will be made at the box office window. DON'T MISS IT!

A two-dollar seat will bring in 80 cents; a dollar and a half one will get 60cts. and a dollar seat 40 cts. Nothing like it ever came to the club or any section of it before.

Dr. Kibbee has broken all records for getting her programs planned two months ahead. That's the way to do it, Doctor. Thanks from the editor.

Mabel Saylor Peterson is "on the job" too, with new ads and contracts for the Herald. Read some of the ADS in this issue.

Mrs. Olive T. Castle has accepted the chairmanship of the decorating committee. Will everybody help her by donating flowers? Ring her at Humboldt 1305.

Mrs. Barker and Mrs. Rucker deserve great credit for their generous help with the Easter sales. Both are wonderful salesladies. And did you ever taste Mrs. Barker's applesauce cake? No?

Mrs. Daisy Short had the lucky number that drew the wonderful Easter cake donated by the VENUS thru the kindly offices of Frances Reiff. Thanks to the VENUS, Mr. Caroly in particular.

And it was Mrs. Vermeil who drew the Easter hat order donated by the Guber Hat Shoppe on Grand Avenue. We are waiting to see the creation.

Buy some of those lovely chocolate bars when you go to lunch at the Club. They were donated by Mr. Hans Johnson, wholesale candy maker.

Gladys Barndollar went to Los Angeles last week to attend the convention of **Direct Mail Advertising** and reports a lively time.

Congratulations to Mrs. Edith Bakewell upon the signal success of the Holding Company Dance on Friday night last and of which she was the efficient chairman. Excellent music plenty of good partners, tasty punch —and with lights low, what more could any dancer want?

We are waiting for the opening of the **Book Review Section**, under the direction of the P. O.'s scheduled for Saturday afternoon, April 17. Plan to attend these gatherings, if you possibly can. Just the thing—a crying need in our club life, and bring a friend.

Kenneth Millican ran true to form on Thursday night—live, alert, peppy, witty and all the rest of it—just Kenneth Millican, the inimical "bad actor of the banking world." Come again Kenneth.

Chorus director: "All ready, let's sing: "I Want to Be Happy. But I won't Be Happy Till I Make You Happy Too." How? By taking a friend to the CLAIRE DUX THEATRE PARTY tomorrow night.

Prepare now to be in attendance upon every meeting of the club for the next three months. Such an array of speakers, of good music and all else that go with it. Your loss if you are absent even once.

Mrs. Olive T. Castle entertained at tea at **The Palette** recently with Dr Shields, Jos. McClenegan, Maud Petersen, Mary Guber, Zannette Potter and Ella Saylor as guests.

Dine in a cheerful environment at the

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at the piano

Secure tickets at door or with

ADA ANGEL

Phone Berk. 2177

Prices $1.50 and $2.00 plus tax

TICKLISH

"Do you think steel stocks will go up or down?" a woman once asked.

"Yes," was the answer, "I think they will. They rarely stand still, and they can't go sidewise!"

—

"Stop, look and listen" would be all right, except that the brakes won't hold, the windshield is dirty and the jit rattles so you can't hear.

—

Motor cop (after hard chase): "Why didn't you stop when I shouted back there?"

Driver (with only five dollars, but presence of mind): "I thought you just said, 'Good morning, Senator.'"

Cop: "Well, you see, Senator, I wanted to warn you about driving fast through the next township."

—

Never worry about a "foolish majority." If it is foolish, it won't remain a majority very long.

—

When there is nothing we should do we usually do something we

—o—

NOT KNOT WATT

Two guys on a telephone:

"Are you there?"

"Who are you, please?"

"Watt!"

"What is your name?"

"Watt's my name."

"Yes, what's your name?"

"My name is John—John Watt."

"John Watt?"

"Yes."

"I'll be around to see you this afternoon."

"All right. Are you Jones?"

"No, I'm Knott."

"Will you tell me your name then?"

"Will Knott."

"Why not?"

"Not what?"

"No, Knott Watt, William Knott."

"Oh, I beg your pardon!"

"Will you be home this afternoon?"

"Certainly, Knott."

"What?"

"Yes—"

"Aw, shut up!"

—o—

RUMMAGE! RUMMAGE! SAVE! SAVE! SAVE!

Helen Margaret Bergsma
Soprano - Dramatic Reader
Teacher of Tone Production and Dramatic Interpretation
2202 East Sixteenth St.
Fruitvale 2095 Oakland, Calif.

No Further Need of It

"Smart boy wanted."

Such was the notice hanging outside a busy warehouse.

It had not been there long before a little fellow, red-headed and freckled, calmly lifted it down and went inside briskly.

"Did you hang this outside, sir?" he asked the manager.

"Yes!" was the stern reply. "Why did you pull it down?"

The boy looked at him for a few moments. Pity for the man's ignorance was expressed on his faec.

Then he spoke and his reply was short but to the point:

"Why?" he said. "Why, because I'm the boy."—Exchange.

—o—

After winning a woman's hand a man sometimes finds himself under her thumb.

We can break the ten commandments but we can't destroy them.

What is a most desirable second hand article? Answer: *A rich young widow.*

Anything parents have not learned from experience they can now learn from their children.

Miss Marion Felden, aged 20, of Freport, N. Y., is one of the few women horseshoers in the world.

It now seems to be the fashion to kill somebody and then go crazy.

When yon invite trouble it never sends regrets.

o—o

Hold down your voice and you will hold back much trouble.

1. Love whispers.
2. Respect rarely raises its voice.
3. The disorderly and deranged rant and rora.

The tone of your voice betrays your true meaning more often than words.

wed miss the berd who has a smile
& allways likes to show it.
wed miss the man who likes his friends,
& lets the whole werld no it.
wed miss the gi who allways has the time to say Hello,
the gi whose allways on the job, the ferst to say, Les Go.
& if wed miss those kinds of gis, wel. woodent it be troo
that fokes wood miss US, when we're gon
if we were that way, too?

—o—

Some people are such firm believers in luck that they would rather look for a four-leaf clover than hustle for a job.

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND CALIFORNIA

Volume Three | Oakland, California, April 19, 1926 | Number Twenty-one

The fortunate circumstances of our lives are generally found, at last, to be of our own making.—Goldsmith.

For a Better Figure

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SOLVES THE PROBLEM

OR

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OR

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Mezzanine Floor

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DINNER

Thursday, April 22, 1926

6:15 P. M. Sharp

The Plate, 75c

Speaker: GRACE PALMER CRAIG
Menticulturist

Subject:—Getting on With Other People

Mrs. Craig is a psychologist, student and speaker of wide experience in her chosen field and will give us business women a practical talk of extreme interest to us all. She has conducted classes in San Francisco in several of the service clubs and has previously lectured throughout the East.

There will be a musical program.

Make your reservations now. OAKLAND 1470.

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Alice Kirkland.....Treasurer
Flossie M. Warner.....Auditor

HOLDING COMPANY WHIST PARTY

The Holding Company will hold a Whist and Bridge party on Friday evening, April 23rd. Whist will be on the main floor in the Auditorium, and bridge will be on the mezzanine floor, and if necessary, we will use the Sunset Room. The whist is under a committee consisting of Miss Maud Mitchell, chairman; Mrs. Ann Burr, Miss Grace Maurer, Mrs. Minnie Haines, Mrs. J. J. Hogarty, and Mrs. Josephine McClenigan. Miss Mary Campbell and Mrs. Carrie Kennedy will have charge of the bridge tables.

The chairman would like a donation of prizes from members who have not given prizes before, and asks that they be left with the Club secretary.

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Celebrated Violinist
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EFFICIENCY AT WORK COMES IN SPINSTERHOOD

U. S. Expert Says "Old Maids" Take Enthusiasm and Loyalty to Jobs

By Joseph S. Wasney

Blessed be the "old maid" for she is the queen of women workers says Herbert D. Brown, who has made a study of women workers in government service.

Brown, chief of the bureau of efficiency and an expert in classifying employes, told the United Press that the star of woman's efficiency rises as the thought of marriage fails.

"As she abandons the art of self-decoration for the ensnarement of man, her service to her employer increases," Brown said.

"Enthusiasm, Loyalty"

This woman brings to her work an enthusiasm and loyalty that is rarely equaled by any other class of worker. She comes to mother her job and the instinct of motherhood that dominates all women is lavished by the old maid in her work."

Flappers, the efficiency chief said, let their minds wander constantly to pleasures of youth. They think much of men—then pause in their work for the purpose of nose-powdering. They flit about.

"The efficiency of flappers is not high," he said. "Yet for certain kinds of work they excel older women. Their specialty is the high speed job with some of the elements of the Charleston in it. On jobs that require nimble fingers, quick action, but little thought they are good."

Widows Not So Good

Brown said his studies showed widows were not as good workers as married women and "old maids." They think of what might have been and their minds are usually unsetled and disturbed.

Women workers should not be too stout, Brown found. Flesh is likely to indicate lack of mental and physical activity.

This one great defiiciency in women workers that limits their posibilities is that they shun taking responsibility, Brown said. Men remains in command largely because woman refuses to take the helm of direction.

"P. O." ACTIVITIES

The Past Officers' Section combined buisness and pleasure at their meeting of last Monday evening. After the business meeting at which definite plans for establishing the Saturday Book Reviews and Library Fund were discussed, an interesting program was presented under Mrs. Edith Bokeivell's direction.

Miss Neidener of Alameda presented a group of piano solos and also accompanied Miss Eva Stromberg's vocal numbers and Mr. Throckmorton's violin solos.

Dora Cooley's Italian dialect pieces and Dr. Kibbe's European recollections were delightful. What a lot of "home" talent there is when we bring it out.

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AGAIN, THE GRIM REAPER

Miss Elizabeth Arlett, club member and late principal of the Roosevelt High School, passed away on Tuesday, April 13th, at her home in Linda Avenue. No teacher in Oakland was better or more favorably known than Miss Arlett and literally thousands of children and young men and women of our city have lost a personal friend. An indefatigable worker in whatever she undertook to do, a vigorous and pleasing personality and a power for good in the community are outstanding phases of a life full of activity and responsibility at all times. Miss Arlett came only occasionally to the club, but she never came that she did not marvel at the things the business women are accomplishing. It was one of her traits to see keenly thru situations and to give credit to those who do things.

May the memory of Elizabeth Arlett live long in the minds and hearts of all those who touched her interesting and notable life. Sympathy is hereby extended to her bereaved family and to her intimate friends in the club.

CLUB NOTES

Now who do you suppose have decided to take a vacation? None other than Victoria Escoffier and Maud Petersen. Yes, they hopped off to San Diego last Friday to be gone two weeks or more for a much needed rest. To be exact, they took the boat—a three days' trip by water—and we trust to see them back again safe and sound, much rested and peppier than ever, if that is possible.

Eunice Pritchard is back from a month's stay in the south—and she has her hair bobbed. Goody!

Now see what that Garden Committee is doing. Haven't you seen the canopied, rustic seats in the building on the roof garden? Well, take a peep—they are just great or will be when finished.

A letter from Mrs. Saunders in Redlands tells of a slight setback in her effort to get well. Is profuse in her thanks and appreciation of the letters she receives and especially the flowers she gets every week from the club. Would love to receive more letters girls; sit down and write her this weekend if you can. How our sick ones do need cheering up—the hours are long for them while for us they go so quickly by May Jeannette have a good turn now for the best. Here's hoping.

Mr. Ellis of the Fremont High Agricultural department gave us a fine talk last Thursday on plants, shrubbery, flowers, etc. The girls were much interested and especially as his talk might apply to our own roof garden. He brought along samples of what he talked about which made it doubly interesting and practical. Thank you. Mr. Ellis, come again. But those jaw-breaking botanical names, how could you remember them all? Give us the **flowering verbena, snap dragon and bleeding hearts,** and all such eh?

Guess the girls wil have to start walking to Des Moines after all. That is if the Club's patronage of the Claire Dux Theater party was an criterion Scarcely anyone took advantage of the opportunity to hear a first class concert attraction by which the Club could have made some good money. Well, let's not worry, better luck next time.

Continued on page 4

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520 - 13th St. Oaklan 398

Question — When will Sue Bradley ever get back to the club--we are lonesome for you Sue, better hurry.

Mrs. Minnie Aydelotte, who has been very ill is improving now.

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80 Grand Ave., Oakland

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CLUB NOTES—*Continued.*

Don't forget the Whist party next Friday evening here at the Club—except for those who have tickets for the Little Symphony and George Berrare. Too bad the conflict of dates.

Thanks to Mrs. Spencer, our good dahlia lady, but now our iris lady who donated the beautiful flowers for last Thursday's table. An urgent invitation is extended by Mrs. Spencer to all Club members to visit her iris blooms now of which she has more than two hundred varieties. The address is 1324 Weber Street, Alameda.

We are also indebted to Mr George Brooks, one of our good advertisers whose wife is now a club member, for the beautiful flowers donated a week ago. We are most grateful to all those who give us flowers at any time —they are so welcome and give us so much pleasure and real happiness. Ring Mrs. Castle Humboldt 1305, if you can ever supply us with any.

We are sure you missed our regular rummage talk last week —but President Saylor made a good talk about it last Thursday—and perhaps that will suffice, except to say that the time draws dangerously near when the sale will start and we must have plenty of things to sell. Will we have them? Yes, if you begin right now to remind your friends that we will call for any donation they may have for us. Of course you are saving to the very limit for it—that goes wtihout saying. Remember just anything will sell and we hope we may have so much that we will be forced to stay open for a whole week instead of three days. And look at the money we will make for the Holding Company if we get lots and lots and more and more than is in sight at the present time.

The French Section seems to be deeply in earnest, and to gain the proper "accent." Several members attended "La Gaite Francaise" in San Francisco last Friday evening, having dinner at Hotel des Alps in advance of the play. Those attending were Georgia Maiden, Josephine McClenegan, Dora B. Cooley, Claudine Detoy, Ora Egan, Hazel Steen, Anne Glover and Bird M. Wilson.

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OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND CALIFORNIA

olume Three — Oakland, California, April 26, 1926 — Number Twenty-two

The Gray Shop

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New Spring Coats

Distinctive Sport Coats in the smartest fabrics of the season. You can choose from Imported Tweeds, Camels Hair or from Novelty Worsteds with plaids or stripes. Some of these clever models have fur trimmings; others in regulation sports styles. All of them are well cut and beautifully tailored.

$25.00 UP

Kicking is mule's work. Why not let the mules do it?

DINNER

Thursday, April 29, 1926

6:15 P. M. Sharp

The Plate 75 Cents

Come Take a Trip to Mexico

with our own

MISS MARY BARNBY

as Guide and Conductor.

Mexican menu. Mexican atmosphere. Mexican dance music.

Dora B. Cooley, Chairman.

Wear your serape and high comb, lace head-dress and bring tambourine and castanets.

You will recall that Miss Barnby went to Mexico with a body of observing folk last year and since which time no opportunity has been given her to tell us about it. So do not miss the belated story—none the less interesting because of its delay—in fact Miss Barnby has taken the time to organize the story of her trip and will make it all the more fascinating. And Mexico is fascinating at all times?

There will be music.

Ring Oakland 1470 to make early reservations.

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Franklin at Fifteenth
Oakland - California

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1608 Webster Street
Phone Oakland 1470

OFFICERS

Ella Saylor.....President
Laura E. Pinkston.....Vice-President
Olive Bledsoe.....Rec. Secretary
Florence Bussell.....Cor. Secretary
Alice Kirkland.....Treasurer
Flossie M. Warner.....Auditor

STANDING COMMITTEES

Appointed for each event.....Activities
Ora Pennington.....Civic
Olive Castle.....Decoration
Gladys H. Barndollar.....Emblem
Mabel Kuss.....Hospitality
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Carrie Hall, Z. W. Potter } ..... { Service Clubs, Council

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Maud E. Petersen

THE HERALD STAFF

Zannette W. Potter.....Editor
Bird M. Wilson.....Asst. Editor
Mabel Saylor Peterson.....Advertising

THE PHILOMELS

Will meet Friday night, April 30, in the Garden Room of the club for dinner, as usual at 6:15. Important business and important rehearsal. All who are thinking of going to Des Moines will please be present withotu fail. A full membership is desired.

Z. W. Potter, chairman.

Reception Committee

For May announced by Mrs. Guber as follows:

Carrie Hall, chairman
Catherine Rucker
Eloise Cushing
Theresa Farrar

A SPRING TONIC

The poets generally may say, "What so rare as a day in June,' 'and Whitcomb Riley talk of being "knee deep in June", but in this favored locality we are at least two months ahead of them, and sometimes three. I've not only been knee deep in lush verdure and rioting wildflowers today, but clear to the neck, and even wholly submerged at times, when the wild lilacs enroofed the trail for hundreds of feet at a time, an arbor of heavenly blue and sweetest fragrance, and delicate-hued iris fringed the path, intermingled with fern and columbine and lacy greenery; one knew the fairies made it their abode when mortals were not intruding.

Then the bits of meadows, carpeted so thickly with baby blue-eyes, johnny jump-ups, starry daisies, and a multitude of tiny blossoms, that one hesitated to take a step lest one crush out too much loveliness. And all the brush that covers the mountain's sides with a heavy mat, was found to be blossoming; the exquisite waxen bells of the manzanita, the dainty white tubes of yerba santa, even the common greasewood putting forth a tiny flower of richest blue, in form a miniature lilac blossom.

Now this was on Tamalpais, where at this season one may well play tourist, and revel in its beauteous growth, as well as the raptourous views.

But in our own Berkeley canyons we find some of the same lovely lilac, and on the spring-dotted hillsides back of Dimond and Joaquin Miller Heights (where they have left an acre or two not yet subdivided) are the same Persian carpets of tiny blossoms. If you ride by in an automobile you will only see the brilliant poppies, whose color challenges the eye. But park your machine, walk a bit, till you are right in the thick of the flowers; get down close to the earth and see myriad blossoms in their marvelous perfection.

Revel in the abundance of life that is everywhere about you. You'll be re-vivified, replenished, regenerated; you'll know for a fact that "God's in His heaven, all's right with the world."

—Contributed.

NEW CLUB.

Another new club! President Saylor lent her good presence and her moral support to Zannette Potter last Tuesday night when a new club was organized in San Leandro. There were found a jolly, happy crowd of women assembled at San Sweet's Shop, who most enthusiastically put over the formation of their new club in record time. Miss Elsie Smith of the American Bank was unanimously elected president. They will meet at dinner on the first and third Tuesday nights of every month. Let's give them a hearty hand of welcome into the ranks of club life in our community. Twenty-six signed as charter members.

Beauty Parlor in your own Club House
Emilie J. Edmonds
Face and Scalp Specialist
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Room 204
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WHY A RUMMAGE SALE?

The income from our building was figured very closely when the club was given a minimum rental for its quarters.

Then, two stores have been vacant.

The heavy street assessment, earthquake insurance, increasing taxes and extra overhead expenditures have to be met by raising extra money.

We need $1000 at once.

Already the bundles are arriving.

If everyone would interest ten outside people in giving rummage it would go over big.

Your assistance will be greatly appreciated.

Send us rummage and more rummage. Thanks.

LILLIAN SHIELDS,
President Business Women's Holding Co.

CLUB NOTES

Our two little girls who ran away to San Diego last week—Victoria and "Peter", we mean—are sojourning at La Jolla for a few days, so they write, and are doing little else but eat and sleep. May they woo health and strength from the sea gods there.

Here is a deserved word of thanks to the charming young musicians who entertained us last Thursday. Miss Jean Rabinowitz delightful soprano sang "Trees" and "Thank God for a Garden" in delightful voice and responded with "Garden Fairies"—all in keeping with the tener of the program on plants and shrubbery. Miss Richards was the accompanist. They have promised to come again.

Were you born in April or May? Consult the birthday key in this issue of the Herald. Does any part of it fit?

Pardon the omission the printer made last week in leaving out the expressions of sympathy extended to Mrs. Esther Goodwin upon the loss of her father recently.

Mrs. A. M. Jessen is away on a motor trip over this week-end. Rest and a change would do more of us good if we could but make up our minds to run away oftener.

Miss Alice M. Brookman, of the Y, has left for Minneapolis to attend a meeting of Executive Secretaries of her organization.

No account of the next Holding Company dance has reached the Herald but we understand that Mrs. Guber is the chairman and that a peppy meeting of her committee has been held. Success!

Do you ever fail to read the new ads in the Herald? They are interesting and surely you patronize these advertisers whenever you need anything in their particular line. They pay the Herald bills for you. Just a simple matter of justice.

Miss Jennie Hammond, with Mrs. Hammond, her sister-in-law, is leaving this week for New York, from which city they will sail for a five or six months trip abroad. Best wishes attend our dear Miss Hammond. We shall expect to hear much from her upon her return.

Are all chairmen of standing committees reporting the facts of your committees' doings to the Herald. You like to read all the personals and so do all other members of the club. We could have just the snappiest column ever if these chairmen would report once in a while.

Miss Maud Mitchell reports an unusually successful whist party last Friday night. Congratulations.

Suzanne Chalmers has been allowed to leave the hospital and go home, but in charge of a nurse to see that she behaves properly. All speed to her convalescence.

Continued on page 4

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CLUB NOTES—*Continued.*

Be sure to read Dr. Shield's article on RUMMAGE in this issue of the Herald. Note the request that every club member ring up TEN of her personal friends and enlist their interest and co-operation, asking them in turn to interest their friends in a sort of endless chain idea. Doctor says the Holding Company must have $1000.00 right away. We can make it if we have the RUMMAGE to sell. *Your immediate support is solicited.*

Dr. Emily Collar, past president of Business and Professional Women's Club of Santa Rosa, was a visitor to the club rooms on Monday last.

Carrie Hall has returned from her wanderings down in central California and reports a lovely time.

Z. W. Potter left for Fresno Saturday morning and returned Sunday night.

—o—

TICKLISH

An English lord, a guest at an American hunting lodge heard an owl hoot.

Eng. Lord—What is that noise?

American—It's an owl.

Eng. Lord—Yes, I know it's an 'owl, but what's 'owling?

When a man leaves his wife she hasn't lost half as much as she thinks she has.

The closer a man is the more distant his friends are.

"Now, children, said the teacher. "I'm going to tell you about the hippopotamus, but you will have no idea what it is like unless you pay strict attention and look at me!"

"Hub"—Do you think there ever was a full-grown man that knew all the words of the Star-Spangled Banner?

Howard—Sure! Francis S Key knew **them**.

"Hub"—Who's he?

Howard—The man who wrote it.

"Paddle your own canoe," but paddle it right out into the swift current of your strongest noblest inclination.—Frances E Willard.

STANDING COMMITTEES

Membership
Isabel Dingwall, chairman
Mary Campbell
Mabel Saylor
Eva Stromberg
Victoria Escoffier

Music
Zannette W. Potter, chairman
Miss Alice Irwin
Ada Angel
Gladys Barndollar

Activities ....
Chairman appointed for each event.
Alice Barker
Helen Burton
Ida May Bradley
Helen Bergsma
Maud Mitchell
Carrie Kennedy

Decoration
Olive Castle, chairman
Maud Petersen
Elizabeth Clow
Helen J. Callahan
Mabel Brooks
Edna M. F. Spencer

Program
Dr. Minora Kibbe, chairman
Laura E. Pinkston
Edith Bakewell
Bessie Wood Gustason

Reception
Mary Belle Guber, chairman
(Will name her own committee each month.)

Hospitality
Mabel Kuss, chairman
Jennie Hammond
Beatrice Viganego
Ella Flynn
Grace Maurer
Willie May Bridge
Carrie Hall
Margorie Denio
Georgia Maiden
Elsie Beaumont

House
Josephine McClenegan, chairman.
Mrs. J. H. Barrie
Esther Goodwin
Martha Holmes
Hattie Lenhardt

Revision
Bird Wilson, chairman

Parliamentarian
Bird Wilson, chairman.

Service Clubs Council
Z. W. Potter and Carrie Hall

Civics
Ora Pennington

Publicity
Anna Burr, chairman
Elsie Beaumont
Dora Cooley
Faye Otis

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND CALIFORNIA

Volume Three | Oakland, California, May 3, 1926 | Number Twenty-three

Its faith in something and enthusiasm for something that makes a life worth looking at.

LUNCHEON

Thursday, May 6, 1926

12:15 P. M. Sharp

The Plate, 65 Cents

BUSINESS MEETING

MAY DAY SONGS AND CHORUSES

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THE PHILOMELS

Will meet Friday night, May 7, in the Garden Room.

Important rehersal.

Everybody come!

Martha Holmes
Corsets
Elastic Hosiery
has moved to
625 Dalziel Building
Oakland, California
Telephone Oakland 1590
Hours: 9 to 5
Saturdays 9 to 1

ANENT THE NEXT DANCE

The following seems to be an ideal letter from many standpoints. One any chairman might emulate in sending in requests for publicity. So well stated, so much to the point that no corrections nor omissions need be made. Please give it your careful attention:

Miss Zannette Potter, Editor,
Business Women's Herald,
Oakland, Calif.

Extensive plans are going forward for THE GARDEN DANCE to be given by the Holding Company on Friday evening, May 14.

I have just received a phone call from a gentleman from the Standard Oil Company requesting ten tickets for that many of the "boys" who wish to attend our dance. They have the best time ever and cannot understand why we do not give the dances twice a month.

Please tell the girls that they will be assured of a good time and that they will be well looked after by a "live" floor committee.

Following are the members of the committee in full:

ESTHER S. GOODWIN, Chairman.

Hostesses—
Mary B. Guber
Grace Maurer
Anna Burr
Mabel Odell
Olive Castle
Mabel Brooks
Hazel Lamberson
Dr. Lillian Shields
Ella Saylor

Floor Committee—
Josephine McClenegan
Olive Bledsoe
Mabel Kuss
Dr. Grosso
Leoma Henas

Tickets—
Bird Wilson
Mary Campbell

Thanking you for any publicity that you may be able to give, I remain,

Sincerely yours,
ESTHER S. GOODWIN, Chairman.

CLUB NOTES

Another letter from our club member, "Cosy" Rosseter, telling of a sandstorm in the desert of Egypt, obscuring the sun at midday; how quickly they dismounted from the camels and the tents were somehow gotten up, the Bedouin attendants standing guard all night to keep them from being blown away.

Then on to the centers of art in sunny Italy, where in Rome they had for a guide a young woman only 26 years old, yet is a University professor and archaeologist, and speaks four languages fluently.

They had the rare experience of an audience with Pope Pius XI, and on the anniversary of the founding of the Fascisti, attended a huge reception to Mussolini. While admission was by invitation only, yet some 75,000 were present at an amphitheatre, something like the stadium in Berkeley. She describes him as a very compelling personality, with a wonderful voice.

The Whist and Bridge Party held on Friday evening, April 23rd, was a success, 19 tables whist, 8 of bridge. The chairman wishes to thank all who donated prizes, and her committee for their assistance.

Was it hot in Fresno last week-end? Me, oh my, Oakland is a refrigerator compared to it—but then, it was hot here, too, we understand.

Continued on page 4

REPORT

The writer seemed to be the lone delegate from the entire eastbay section to Fresno last week-end when the Fresno Club was hostess to one hundred or more women in attendance upon a banquet held at the Hotel Fresno. Dr. Nell Clark, acting president of the club, was a refreshing, forceful leader in all the fun and jolly quips and songs that regaled the entire evening. The South was there in force and bright toasts and pleasant reminders of the Fresno heat came from all the guests. On Sunday morning the usual breakfast was well attended by other and more delegates who had driven in for the affair from Bakersfield on the south to Salinas on the west and Sacramento on the north. They sang **right up** in the assembly singing which yours truly had the pleasure of conducting. This meeting was presided over by Sarah McCardle, newly elected president of the Central District. Miss Zulu C. Clements, State President, called the State Board meeting together promptly at one o'clock. This meeting lasted three hours, settling satisfactorily several mooted questions with regard to state policies and the relation of the state organization to the several districts. Plans were laid for the big state meeting to be held in Hollywood in September. Also the next quarterly meeting will be held in San Francisco in early June.

It was my pleasure to carry greeting from Miss Saylor of our club and from Dr. Powell of the Richmond club.

Respectfully submitted,

ZANNETTE W. POTTER,

Second Vice-President,

State Federation B. P. W. C.

FRESNO'S GOAT

In truth we know not of anyone who has ever gotten Fresno's goat, for they have a very live one there, all their own. The story is this: At the banquet on Saturday night in connection with the Central District Meeting the Fresno Business Woman's Club was hostess to some hundred or more business women from the surrounding territory and during their very delightful program, pictures of a nanny goat were passed around the table and the story was regaled to the effect that this very goat is the property of the club, or some section of it, at least. It was the typical "lend a hand" spirit for which this club stands that prompted them to buy this particular goat and "farm" her out to deserving families where wee babies needed the life-saving sustenance of goat's milk for their proper rearing. And so this patient beast goes about on her kindly mission from place to place wherever she is most needed unmindful of the good she is doing and more unmindful of the jokes and jibes that circle round her unsuspecting head whenever one mentions Fresno's Business Women's goat.

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RUMMAGE

House cleaning time is upon us—just the time to weed out the things that last year you thought you would use again, but never have. Someone needs those things, so gather them up and phone the Club, Oakland 1470, and they will be called for right away. The Rummage Sale is to be held in about two weeks, so there is no time to lose. Tell your friends about it. They will be glad to clear out rummage too, and to help the Holding Company meet its obligations, for our Club House stands as a credit to all the women of Oakland.

What is wanted? Anything and everything: Men's clothing, odd dishes, vases, old phonographs, and records, beads, trinkets, books, toys, old silver-ware, (nothing is too good for us) that hat you are tired of and the coat you just cannot wear it again, the clothes the kiddies have outgrown, also pictures and picture frames. There are homes just crying for these things and people will flock to buy them.

Think how nice your homes will look all cleared of the old things, and how happy we will all be to get the money to apply on our Club House.

L. E. PINKSTON.

CLUB NOTES—*Continued.*

One hears of conventions of national organizations on every side: the League of Women Voters has just concluded theirs in St. Louis. The Federated Women's Clubs convene next month on the eastern coast, and Calfiornia will be well represented. The Y. W. C. A., and many others are giving the women of California an opportunity to become known for themselves, as well as their State. Oakland business women can do marvelously well, especially when flanked by San Jose and Berkeley, but this great State really needs complete representation at the national convention, from all our splendid clubs.

Margaret D. Yale of Burbank Cal., and state legislative chairman of the B. P. W. C., was an honor guest of the club at last Thursday's meeting. Mrs Yale, who is a lawyer, prominent in her line of work in the south, finds time to make needed recommendations of bills that should receive our consideration at the polls. Went to Sacramento on this business following the Fresno meeting. Her husband, a doctor, was here for the medico's meeting.

Helen Burton is South on business for a fortnight or so.

Mary Barnby spoke most entertainingly last Thursday night at the club dinner on MEXICO. No need ever go outside of our own membership for the best speakers ever.

Good news. Madame Dorothy Raegan Talbot, who sang so delightfully for us last Thursday evening, is to become a member of our club, brought in by the Philomels with Z. Potter and A. Angel acting as sponsors. Let's have more of such.

Jennie Hammond, before departing for Europe, sent word to the Rummage Committee to come to her apartments for a load of the precious stuff. Who else is cleaning up? Give us a ring. Oakland 1470.

Be sure to read Mrs. Pingston's RUMMAGE article in this issue. And remember the time is drawing dangerously near when literally TONS of rummage must be forthcoming. Have you really started on that closet yet? EVERYTHING! ANYTHING! SOMETHING! spells RUMMAGE.

BUSINESS GIRLS

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The Reducycle

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Piedmont 8148

BUSINESS WOMENS HERALD

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OAKLAND CALIFORNIA

Volume Three | Oakland, California, May 10, 1926 | Number Twenty-four

"There's no defeat, in truth, save from within. Unless you're beaten there, you're bound to win."

DINNER

Thursday Night, May 13, 1926

Six-fifteen Sharp
The Plate 75 cts.

Speaker: DR. FRED M. HUNTER
Superintendent of Schools, Oakland, Calif.

Subject: RESPECT FOR LAW

Chairman of the evening, Miss Elizabeth Sherman

Dr. Hunter has made a signal success in his administration of the Oakland School Department, standing as it does second to none throughout the schools of America. His talk will be not only exceedingly informing, but will be an inspiraton to every one fortunate enough to be present on this evening.

Let's honor Mr. Hunter by bringing our men friends out enmasse. And invite other guests as well.

MUSIC

THE CORRINNIAN TRIO, composed of Geraldine Gilchrist, violin; Doris Finger, cello, and Audrey O'Brien, piano, will dispense music throughout the evening. Also a soloist.

As a large crowd is expected early reservations are now in order. Ring Oakland 1470.

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Berkeley
Long Beach

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Martha Holmes
Corsets
Elastic Hosiery
has moved to
625 Dalziel Building
Oakland, California
Telephone Oakland 1590
Hours: 9 to 5
Saturdays 9 to 1

MOTHERS' DAY

Mothers' Day brings to us the keenest appreciation of our own beloved mothers, whether with us in visible presence to-day, or only in sweetest memory; from the days when every childhood sorrow was healed in the refuge of mother's arms, to the day when she unselfishly relinquished us to the busy world of work outside the home, or to a home of our own, to make our own way, and become, alas, independent of her watchful care. And no one will ever know how often in the after years came the longing to become children again for even a moment, and be taken into mother's arms, where every trouble vanished.

No tribute is too great to pay to those mothers.

But there is another class of mothers, sometimes overlooked, forgotten by the most of us, yet whose labor is as unselfish, perhaps, whose devotion as true, as any other.

Do not all of us know of one or more "old maid mothers," making the home for younger brothers and sisters, or nephews and nieces, or others whom duty seems to give to her, giving up a dream life of her own filled with romance or the opportunities of the world of affairs, to meet the need right at hand? And all without the compensation that comes with physical motherhood, the feeling of one's very own.

All honor to the old maid mothers, too. Let us pay our tribute in flowers, and in the spoken and written word, to the great spirit of universal motherhood, whoever may possess it, and is manifesting it.—Contributed.

ANNOUNCEMENT

The next meeting of the Book Review Section will be held on Saturday, May 15, 1926, at 2 o'clock, in the Lounge of the Club House. Make a note of the time, as no Herald will appear before that date.

Florence Bussell will review "The Revolt of Modern Youth," by Judge Lindsay, a book most talked of to-day.

Jean Baird will tell you of a few delightful new books to take on vacation.

Hermine Kruger will compare the old and new woman, as disclosed in literature.

Jessie Eckles will discuss current events.

All Club members welcome. Guests, also.

Office Phone Oakland 418 Res. Hotel Touraine Phone Lake. 2100
J. W. HAVENS
Attorney at Law
Rooms 702-3-4
1st Nat'l Bank Bldg., Oakland

SUCCESS THOUGHTS

By E. O. GREENE

I am so close to you, you may not see me.

You may pursue me to the end of the road of life, only to find that I was beside you all through the journey.

To find me, look at hand.

I am in the wide open eye that sees the first ray of morning.

I am in the sober thought that plans the day's work wisely.

I am the drops of sweat that ooze from the pores of labor.

These golden chambers, secret though they may seem, are within you.

Their windows look out over the mountain peaks of achievement.

My name, chiseled by the master hand of destiny, is over the door of every chamber—OPPORTUNITY.

LAST CALL FOR DIN—NO, FOR RUMMAGE

Really, honest to goodness, have you gotten those bundles ready for us? We will call if you will let us know when and where, etc. DON'T DELAY. NOW is the accepted time.

And have you interested someone else in this matter of collecting rummage? Ring at least ten of your neighbors and friends this very week. We will need their rummage as well as yours—or we won't reach our goal. We have aimed high, you know, and do help us to reach it. Why go to all the bother and work of conducting a rummage sale and not make our mark? No use at all.

And we need volunteer workers—if you can give one or more hours of any one of the four days let us know. Ring the club—Oakland 1470—and we will put your name down. The sale will be open to the public four days beginning Wednesday, May 17, and continue till Saturday night, May 22. So let us have your valuable services at any time during these days. DO THIS NOW ALSO.

AMONG OURSELVES

Remember the GARDEN DANCE on Friday night, May 14. The usual thrills, and then some, is the only way to express it according to Chairman Goodwin and her committee. Don't miss it. No wall flowers—everybody dancing!

—o—

Following Miss Pritchard with her bobbed hair comes Mrs. Seccombe with her lovely snowy locks, all short and very becoming. She was fined a dollar last week. It was worth it. By the way, Mrs. Seccombe has volunteered to give of her services to help sell at the Rummage Sale. Who will follow suit? We will need many hands and willing hearts.

—o—

The initial singing stunt featured by the music committee at the regular club business meetings "went over"—at least it got by. And already there is competition zest added to the idea—Gladys H. and the crew at her table will perform next—and no telling where it will all end. So get out your talent—anything will do—only be willing to do it. *Performance* is the thing. But next time don't make the bouquets so aromatic of the vegetable garden.

—o—

When will our banking girls give us a stunt? They come always to our business meetings and some day we hope to learn of their various talented ones. Come on, Dorothy Driggs. And you girls of the Central Bank.

President Saylor entertains the Board of Directors at her home in Alameda Monday night, the 10th. Needless to say they will have a marvelous time and that nothing will be left undone by way of entertainment and delectation.

—o—

Esther Goodwin entertained the dance committee at her home on Broadway last Tuesday night. Besides the business of planning for the Holding Company dance scheduled for Friday night, the 14th of May, Mrs. Goodwin served most delicious refreshments during the social hour.

—o—

Incidental to the dances it is well to recount that these affairs have become quite the vogue in our club life. Thanks to those who did the pioneering in the good work the monthly dances are now established on a dignified basis; no one comes unless he or she is an invited guest of some club member and invitations are being sought rather than solicited. And too, they bring in a dividend each time to the treasury of the Holding Company which is duly appreciated.

—o—

Too bad every club member cannot have Saturday afternoon off to be in attendance upon the Book Review Section meetings. See the notice elsewhere of the next meeting of May 15.

Continued on page 4

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CLUB NOTES—*Continued.*

Rose Berry is leaving us on an extended stay. Will return to Denver for six months or more. At last week's Philomel meeting Miss Berry sang several songs on the program as a sort of farewell to her friends in this section. She was presented with a floral token in appreciation and extended a host of good wishes on her "leave of absence".

—o—

We still hear words of wonder and appreciation for the decorations of the auditorium at our "Mexican evening". Where did Mrs. Castle get those wonderful Mexican blankets and shawls—and how deftly they were displayed. Congratulations to all concerned. Madame Durand proved to be a clever pupil of our own Alice Zwillinger.

—o—

Sue Bradley was out to the meeting of the *Phillies* last week. Next she will be back at one of our *regulars.*

—o—

A good attendance should greet Dr. Hunter, our City Superintendent of Schools, at next Thursday's meeting. The Corrinnian Trio will dispense music during the evening—and all will enjoy this delightful young group of musicians who, by the way, made their professional debut last Saturday night in our club hall.

—o—

Flossie Warner, president of the Alameda County Social Workers, leaves this week for Pasadena for the state convention of this group. Martha Chickering and Florence Bussell will also make the trip.

—o—

The Juniors of our club are invited to attend the initial social gathering of the Berkeley junior organization this coming Thursday night in the College city. Junior organizations are now quite the thing. Any senior club that has not a junior club is decidedly behind the times

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND CALIFORNIA

Volume Three | Oakland, California, May 17, 1926 | Number Twenty-five

"Let us both small and great push forward in this work, in this pursuit, if to our country, if to ourselves we would live dear."

LUNCHEON

Thursday, May 20, 1926
12:15 Sharp
The Plate 65 Cents

Speaker: MR. M. L. MILLER

Subject: INDUSTRIAL OAKLAND

Mr. Miller is Secretary-Manager of the Oakland Chamber of Commerce and is in a position to know about Oakland industrially as well as anyone we could invite.

Mr. Miller is a forceful and magnetic speaker and you will consider your coming worth while.

We do not hear enough about Oakland, although we live here and love "our city Oakland." Remember, we are "the fastest growing city in the West"—Mr. Miller will justify this statement.

Singing: Let's whoop it up this day of all days with snappy songs. There may be a soloist if the number of reservations also justify this.

Ring Oakland 1470 NOW.

GLADYS BARNDOLLAR will introduce the speaker.

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Ella Andker Petersen
Joseph Carl Petersen

BUSINESS WOMENS HERALD

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BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

ZANNETTE W. POTTER
Founder and Editor

Clay at 14th Sts. Ph. Lakeside 6700

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Alice Kirkland.....Treasurer
Flossie M. Warner.....Auditor

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Olive Castle.....Decoration
Gladys H. Barndollar.....Emblem
Mabel Kuss.....Hospitality
Jos. McClenegan.....House
Zannette W. Potter.....Music
Isabel W. Dingwall.....Membership
Dr. Minora Kibbe.....Program
Anna Burr.....Publicity
Mary B. Guber.....Reception
Bird M. Wilson.....Revision
Carrie Hall, Z. W. Potter } ..... { Service Clubs Council

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THE HERALD STAFF

Zannette W. Potter.....Editor
Bird M. Wilson.....Asst. Editor
Laura E. Pinkston { Business Manager and Advertising

NOTICE.

Mrs. Laura Pinkston now has charge of the advertising of the HERALD and will also act as business manager, sending out bills and receiving pay for all advertising. Address her at the club, 1608 Webster Street, telephone Oakland 1470.

Address all news items, notices, reports, etc. to Z. W. Potter, editor, care of the club as usual.

Or telephone Lakeside 6700.

WHAT WOULD A MAN DO?

Under the guise of a story, in the Saturday Evening Post, recently, a moral was pointed out to the young woman in business, which might also be heeded with benefit by the older ones.

It showed the difference between the young man and the young woman holding the same positions in the business world. One of them had one job only, the other had two, at home and at the office. One of them took leisurely lunches, of sufficient quantity and with cheerful company; the other often took a hurried sandwich, that she might use the time for shopping or other errands. One of them had time for a swim at the Gym after office hours, or a nap at home before dinner, thereby being quite refreshed and ready for anything the evening might provide. The other went home and prepared the dinner, without a moment for rest; then washed dishes, attended to other home duties, and probably had to do a little washing or cleaning, in order to be in proper attire for the office. If an evening engagement offered, it was a breathless change of costume, not a moment of relaxation in between, and home later with a headache.

How many of us are trying to carry on two jobs instead of one?

They say that so few women make the same success of their work as men. Is it because they are not devoting their best energies to the task, but dividing their time, thought, and ability among many tasks?

Too often if a woman has an extra need, an extra demand upon her purse, she begins to think how to cut off something else in order to meet this need. A man, a successful man, will begin to plan ways of increasing his earning power, enlarging his income, to meet the new demand. He has no thought that he has reached his limits, and must confine his life to the present mode.

When a woman enters the business world, shall she follow the path of the man, make the business her first and most important work, and cast aside all the little wearying, cluttering things that interfere?

Supposing we try, for a few weeks, to guage our lives by this measure: when the hours seem too crowded, the demands too many, and the results not satisfying, lets say, "What would a man do in this situation?" Then watch the result.

—Contributed.

PHILOMELS

Please be informed there will be nc more meetings until after the Rummage Sale is over.

Concentrate on Rummage for the next week—help in every way you can and offer your services at headquarters to sell. You know how and the Rummage Sale will need you. No matter how little time you can give, please volunteer.

And have you told a number of people about giving articles that can be sold? Be a live wire and be of service. Thank you.

Z. W. POTTER, President.

NOTICE

Miss Saylor wishes each club member to communicate with our secretaries as to your name, business and home address and telephone number. This information is absolutely necessary at this time in revising our club roster. Please give this matter your immediate attention. Either phone, or better still send a card or letter.

—o—

PATRONIZE OUR ADVERTISERS—TELL THEM YOU SAW IT IN THE HERALD.

RUMMAGE WEEK IS HERE

WEDNESDAY, THURSDAY, FRIDAY AND SATURDAY

May 19, 20, 21, 22, are the days

Location—905 Washington Street, next to Long's Market, just below the Tenth Street Market—right in the heart of the rummage district—couldn't be better.

PLAN TO VISIT US THE FIRST DAY—Wednesday will be DOLLAR DAY—and there will be bargains galore.

But rents are high there and we are paying a pretty penny for our choice location—so we must have the trade—and yours especially. You know and understand our cause—to pay off an indebtedness on our building—and of course you will visit us and make purchases to your liking.

But the best thing to do is to keep delivering things to us all during the sale. **Goods accepted any time.** Leave at the Club—after Wednesday, bring to headquarters. Tell your neighbors to do likewise. We really should receive a ton or more extra material—we need that much to make this Rummage Sale go **over big.** It will, if everyone of the 300 members of our Club gets behind it. Why go into it and not make a big success of it? If you have given to the limit, be sure someone else gives also. We **need more goods to sell.** Help us make good.

Ring Mr. Long, Lakeside 7647, during Rummage Days, if you need to get in touch with us.

REMEMBER—SALE OPENS AT 8 O'CLOCK SHARP, WEDNESDAY MORNING, MAY 19.

OBEDIENCE TO LAW

Mr. Fred M. Hunter, Superintendent of Public Schools of our city, sounded the keynote of the great theme of crime prevention in his address last Thursday evening, when he stated that lawlessness became a habit in the home, and that the crime wave would rapidly disappear when parents required obedience of their children.

He asked the pertinent question how many fathers and mothers knew who were their children's companions and associates, and where their boys and girls of 13 and upward were for many hours at a time when out of school?

The duty of the school was admitted, and the assertion made that it was well met, not only in its ideal of "character as the chief goal education", but in its practical working toward that end. But the school hours of a child during the year are 1300. Who is supervising it during the other 8700 hours?

The school, the church, the home, the service clubs, must all unite in the creation of a spirit of obedience to law, and thus through the rising generation bring into active reality the true American spirit, and make our country indeed a land of justice, equality, and brotherhood.

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Electrolysis Specialist
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No Discomfort or Injury to Tissue
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JUNIORS, ATTENTION

F. Harriet Bakewell, President of the Junior Section, asks that all Juniors be at the club promptly at 7:30 on May 17th for choral practice. A short business meeting will be held, followed by a live and snappy social. Please, Juniors, make every effort to attend.

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Flowers Delivered by Telegraph to Any Part of the World

AMONG OURSELVES

Louise Scarper is now serving in the drug department at Whitthorne & Swan's. Give her a visit and your patronage for anything in her line. And just after you call on Louise she will direct you on to the Rummage Sale—just down the street, at 905 Washingtcn.

Another one of our women who has been promoted to first place in her chosen business is Mrs. Frances Reiff. She now has full charge of the office of the California Health Food Products in the Ray Building. A very responsible position, and rumor has it she is making good. Congratulations. Your products are worth-while.

Dont fail to visit our Rummage headquarters—next to Long's—the coffee man, at the corner of Ninth and Washington. And bring in a donation. No matter if you have given once, give again. And above all things, make a purchase.

HELP! HELP! HELP! HELP! HELP!! HELP!!

We surely need help at our Rummage Sales. Need sales ladies.. Can you give an hour any day? Or more? If so, ring Mrs. Henas, Oakland 1200, and she will assign you to a place in her program. Let us not have to hire help—that would be a pity.

Olive Joy Wright, President of the National Federation of Business and Professional Women's Clubs at a mass meeting —that assemblage brought together by the American Woman's Association—to pay tribute to business and professional women and to hear about the plan to erect a national club house stated:

Our National organization is composed of 45,000 women with 739 clubs and 43 state federations.

What an array of women for good or ill. Of course, it cannot be for aught but good. Are we a part of this great body? Yes, we are!

Always glance at the circulars on our news shelf as you go up the stairs to the Garden Room. Many interesting pamphlets there—not the least of these is one entitled HOLLYWOOD BIDS YOU WELCOME and so she will the first week in September when the State Federation of the B. P. W. C. meets there for its annual session. Plan your vacation so that you can join the caravan that will go from Oakland and from our club. Alameda and Berkeley and Richmond and San Leandro will also send delegates.

Ten reservations have been sent on to Des Moines for our club and Berkeley ladies—the latter from national headquarters said rooms had been engaged at the Fort Des Moines Hotel—that there was no room at the Federation Headquarters—but that this place was very near and very lovely and all that. Literally thousands will be in attendance at Des Moines, July 12 to 17 and just as many as can go ought to make the trip. Make up your minds at once. Miss Saylor ought to know.

Patronize our advertisers — they are surely worthy of it. The HERALD could not be published every week were it not for the support given it by those whose ADS you see from week to week. Tell them you saw it in the HERALD.

PLAIN ENGLISH

"Doctor, if there is anything the matter with me, don't frighten me half to death by giving it a long, scientific name. Just tell me what it is in plain English."

"Well, sir, to be frank, you are lazy."

"Thank you, doctor. Now tell me the scientific name for it. I've got to report to the missus."

A SATISFIED CUSTOMER

"I noticed that customer you just attended to didn't buy anything, yet he seemed pleased," said the eagle-eyed floorwalker. "What did he want to see?"

"Me, at eight o'clock tonight," replied the pretty clerk, blushing.—Exchange.

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND CALIFORNIA

Volume Three | Oakland, California, May 24, 1926 | Number Twenty-six

All power of fancy over reason is a degree of insanity.

The Gray Shop

Oakland
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New Spring Coats

Distinctive Sport Coats in the smartest fabrics of the season. You can choose from Imported Tweeds, Camels Hair or from Novelty Worsteds with plaids or stripes. Some of these clever models have fur trimmings; others in regulation sports styles. All of them are well cut and beautifully tailored.

$25.00 UP

DINNER

THURSDAY NIGHT, MAY 27, 1926

Six-fifteen Sharp
The Plate 75 cts.

Speaker: REV. ROBERT E. BROWN

Of the First Congregational Church, Oakland, California

Subject: ..OUR COUNTRY'S IDEALS

Chairman of the Evening—MISS MARY CAMPBELL

PART I of the Program will include the lovely dinner and the talk by Dr. Brown. In this there will be respect paid to the observance of DECORATION DAY, but principally the speaker will outline a forward look in his dissertation on OUR COUNTRY'S IDEALS. Do not fail to hear this inspirational address.

PART II will be devoted to a musical half-hour given by the students of the Oakland Community Chorus, under the direction of Zannette W. Potter. In this group we will hear vocal and instrumental solos, quartettes and choruses rendered by those who seek musical instruction through attendance upon the night schools of the city.

Ring up now for your reservation. Oakland 1470.

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Bird M. Wilson.....Asst. Editor
Laura E. Pinkston { Business Manager and Advertising

NEW MEMBERS

The following names have been presented and passed by the Board of Directors as members of the Club:

Vera Williamson.
Lillian J. Mills.
Clara M. Brawthen.
Lillian Silneiva.

The following Juniors have lately came into the Club:

Florence Petersen.
Genevieve Scheid.
Dorothy Silnevia.

A BUSINESS WOMAN'S HEALTH

Seldom to fell quite ill, never to feel quite well, to have grade A health potentialities, yet to be graded B—or even C—that is the physical state of a large majority of us. It is bad business for the business woman, looking at it from the most coldly commercial viewpoint of waste energy or decreased output and earning power, to say nothing of the loss of joie de vivre and the unfulfilled possibilities of leading a well rounded life.

The Federation, realizing that better health is one important way to make better business women, has instituted our health committee to work for health in two ways —for furthering the legitimate health projects of the community and for awakening the health consciousness and raising the health standard of the individual member.

Club news is full of health programs from both angles. Cleveland helps carry out a healthy girl contest which offers a sounder ideal to the girl of high school age than the too frequent beauty contest. Joliet, Illinois; Milwaukee, Wisconsin; Lawrence, Kansas—to name three that come to mind—have conducted lectures on health. Stamford, Connecticut, instituted a gymnasium class. St. Anthony, Idaho, sponsors a clinic for under-nourished children. Newcastle, Pennsylvania, is bending its energies to the support of an ear, nose and throat clinic. One could almost establish a roll call.

What the awakened health consciousness of our business women will mean to the country at large!

From Editorial in Independent Woman.

A BUSINESS CREED

I don't want any life better than that of the honorably successful business man. To have endured early hardships with fortitude, to have overcome difficulties by perseverance, to have conducted and developed a large business, useful in itself and giving employment to many; to have achieved position, fortune, independence and influence, to have established a character above reproach, to have accumulated the esteem and confidence and friendship of one's fellows, and to have gained all this in the world without sacrificing the soul to avarice or starving the heart into hardness. I say that he who has so lived has nobly lived.

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FRANKLIN AT 19th ST., OAKLAND. CALIF.

AMONG OURSELVES

Our president, Miss Saylor, is spending a week in Yosemite. What inspiration she will bring back to us!

Hermine Kruger is among the early vacationists, and is away to the ocean for a week at Pescadero, and then to the mountains, in Yosemite for a week.

A member said, "Do you know, after attending the Book Review Section last week, I felt a new interest in the Club, and really wanted to do something for it.' It was truly an enjoyable afternoon, and the discussion brought forth considerable food for thought.

The French Class is having to add more tables at its Tuesday luncheons, and another theatre party is being planned at the French Theatre in San Francisco.

Another member says she breathes a little prayer of appreciation for the garden, every time she is able to take her lunch there, in the fresh air, the peacefulness and beauty. Take a look at it next time you are at the club.

So the Philomels led the way in forming a section for special activity or opportunity for expression. Lets keep right on meeting the needs of the different groups of our club, with new sections.

OUR RUMMAGE SALE

Was a great success insofar as we had things to sell—but fell far short of goods—too bad! Had a wonderful location and good crowds but—we thank all those who helped make it a success—Those who labored—and it was **labor**—at headquarters and all those who gave generously of things to sell.

Why not begin saving NOW for **next year's SALE**, and **better luck** and more returns on the repeat.

WHY ATTEND A CONVENTION.

Emma D. Partridge writes a pertinent article in this month's "Independent Woman" on "Why Attend a Convention?" in which she says in part:

To prepare for success in business, SOME girls go to college; OTHERS attend the Annual Convention of the National Federation!

The far-seeing, ambitious, successful woman goes to a convention at any sacrifice; the OTHERS stay at home.

SOME members dwell in small cities, with small circles of friends, small plans for a small future, and small chance for progress and prosperity; OTHERS spend their annual vacations at conventions, have real friends all over the country, make big plans for a big future and have a big chance for progress and prosperity.

SOME members take business trips and visit friends in the next city or county; OTHERS go to conventions, "See the United States First" and have first-hand knowledge of the people and resources of every section of the country.

SOME members do not take part in club or state meetings, asking, "What do I get out of it?" OTHERS go to conventions and say: "I can see the bigness of this thing—LET ME HELP."

—o—

HOW SHALL WE TRAVEL?

There can be only one answer, the human machine. We can find out all about this in a book called by that name, "The Human Machine," by W. D. Howell, M. D. In seventy-five pages —small ones—we find the latest material on the mechanism of digestion, respiration, circulation, the nervous system, the sense organs, and reproduction; together with the story of their interlocking mechanism—a story so simply told and so full of common sense that we lay the book down wondering how we ever could forget the miracle of this self-repairing, self-adjusting, self-perpetuating machine.

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THANKS TO BEKINS

The Club members will never be able to *repay Bekins Van and Storage Co.* for their invaluable services during the recent sale of rummage. *Their help cannot be estimated.* But *there is a way* we can return the compliment and that is, to patronize Bekin's whenever we are in need of their services. *Will* Bekins accept our deepest thanks.

HIS READY TONGUE

In one of Lloyd'George's early campaigns, someone threw a brick through the window, and it fell on the platform at his feet. Picking it up, he cried: "Behold the only argument of our opponents."

From the gallery, a sullen fellow kept calling "Rats! Rats!" in one of his meetings. "Will someone please take the Chinaman his dinner?" was the witty and effective reply.

Once when he was talking on "home rule" he said, "I want home rule for England, for Scotland, for Wales, for Ireland"—At this point someone shouted, "Home rule for hell." "That's right," he shot back. "Every man for his own country."

In another gathering a man shouted, "Oh you're not so much. Your dad used to peddle vegetables with a donkey and cart." "Yes," said the orator, "that is true. My father was a very poor man. The cart has long since disappeared, but I see the donkey is still with us."

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND CALIFORNIA

Volume Three | Oakland, California, May 31, 1926 | Number Twenty-seven

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LUNCHEON

Thursday noon, June 3, 1926

12:15 Sharp

BUSINESS MEETING

Many important matters will come up at this meeting, among them the consideration of delegates to the National convention, to be held in Des Moines, Iowa, next July. Also the question of national emblem pins. Do not fail to ring the club secretary if you are planning to be present. Oakland 1470. And there will be a story-telling contest—heaps of fun!

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BUSINESS WOMENS HERALD

Official Publication of the
BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

ZANNETTE W. POTTER
Founder and Editor

Clay at 14th Sts. Ph. Lakeside 6700

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Phone Oakland 1470

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Dr. Minora Kibbe.....Program
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Carrie Hall, Z. W. Potter } ..... { Service Clubs Council

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Maud E. Petersen

THE HERALD STAFF

Zannette W. Potter.....Editor
Bird M. Wilson.....Asst. Editor
Laura E. Pinkston { Business Manager and Advertising

MORE JUNIORS

The following Juniors have been elected to membership:

Miss Eva M. Chiesa, 923 35th street, Oakland.

Miss Virginia Chiesa, 923 35th street, Oakland.

Miss Agnes Murtas, 29 Linda Avenue, Oakland.

Miss Kathryn Ontwater, 2404 Spaulding Avenue, Berkeley.

MEMORIAL DAY.

Forgotten? Ah, no, not the heroes of yore,
Who gave of their lives in defense of our land,
That the promise of freedom our flag proudly bore,
Should e'er be fulfilled; that the loyal band
Who rose at each threat of tyranny's power,
With courage that fears naught when Right is its goal,
And the spirit of Truth from which all traitors cower;—
All, all are remembered, as the drums' muffled roll
And the bugle's clear call sounds, and then dies away
As your comrades march by in their brave array.

In the strength of a nation united for aye,
In the glory of peace for all humankind,
We give you our tribute of flowers today,
An emblem of love, and honor, combined.

You died, do they say, in grave proclamation?
No. YOU LIVE today, in the heart of the nation.

DELINQUENCY OF WOMEN.

Katherine Bement Davis, for years in charge of the women prisoners at Blackwell's Island, N. Y., and now a member of the Rockefeller Foundation, and perhaps the best authority on causes of delinquency of women and means for its prevention, says that one of the greatest safeguards for young girls in cities is to have a sufficient number of police-women.

But don't imagine for a moment that the type she refers to is the husky, masculine type so popular in certain of the movies, able to take a man by the seat of his pants and throw him out of the window. Not a bit of it. The desired police-woman of today is a refined, good-looking, well-dressed woman, preferably young, and certainly college educated, with a special training for that work, and may be only 5 feet in height and weigh a hundred pounds and still fill the bill, if she have the wisdom and understanding. It's a case of being able to meet the girls on a plane of mutual good will and understanding, and to handle the male aggressors by wit and cleverness, rather than by brute force.

The best departments of police-women are said to be in Washington, D. C., and Detroit, where they are entirely independent of political control—a prime necessity, says Miss Davis. Apropos of their ability, the following story from Washington:

A Westerner arrived at a hotel in Washington one evening and after refreshment, externally and internally, started out to see the sights before he had to devote himself to business on the following day. He consulted a bell boy at his hotel for directions, and received many, winding up with, "But be careful how you chase a good-looking skirt on the street, for the town is full of these here police-women, and you can't tell them by sight."

"Why, don't they wear a star?"

"Sure, but you don't know where. Why, a man from Denver was run in last week by one of them, and he swore her star was on her garter!"

AMONG OURSELVES

Zannette W. Potter represented Mrs. Pinkston, vice-president, in the absence of Miss Saylor, last Monday night at a meeting of the Berkeley Club at their headquarters in Allston Way. City Manager Ede of Berkeley was the speaker of the evening. Z. Clement, state president and Anna Duffy of Sacramento were among those present.

Miss Wilson says the Garden porch is especially inviting at this time. Why not enjoy a tete-a-tete out there?

There are those who really enjoyed the Community Chorus last Thursday night. They sang wth zest and all enjoyed giving of their best to the Club.

Mr. Leon Mills, whom we remember so favorably as a very lovely tenor, will assist on the Dorothy Raegan Talbot program in June. He will sing a group of his own and appear in duets with Madame Talbot.

Who has seen the baby buggy that was left for our late Rummage Sale. Where, oh where can it be? No one seems to vouchsafe any information regarding same. **A real mystery to be solved.**

Hazel Steen left last week for a flying trip on the continent. First, Paris, where she will try out the French the French section has been teaching her.

Inez Jorgensen is combining a speedy trip by motor to Los Angeles, a dip in the ocean there, and then up to Yosemite Heights, donning seven-league boots for the mountain trails. Just about lively enough to suit her.

Mrs. Moran sails from Quebec this week, chaperoning another party on a delightful trip through Europe. Wouldn't it be fine to have her guide the whole club on a vacation trip abroad next year?

Mrs. Theresa Farrar is among the vacationers this week, content with California as a playtime place.

Florence Everett is starting for a two months' trip "way back East," Boston beans, and all. Don't forget to come back.

May W. Perry leaves Saturday for a ten-day visit in Pasadena, where she will call upon the BPWC. When she returns she will be glad to see her friends at her new office, 825 Central National Bank Building.

Speaking of singing, the club members were much delighted with the singing of the Community Chorus last Thursday night. Many have said it was the best ever and Mrs. Pinkston who presided, gave the young people a cordial invitation to appear again before the club at an early date. Their contribution came as a fitting ending to the speaker of the evening and the ladies of the club served the chorus with refreshments at the close of their song offerings.

Are you an entrant in the story-telling contest next Thursday noon? If not register at once. Everybody welcome. Make it funny, make it short. We heard there is to be a prize.

That was a happy substitution of speakers Dr. Kibbe made when Fenton O. Fish, pastor of the Fruitvale Congregational church, was chosen to serve us when Dr. Brown failed of appearance on the Thursday night dinner program. Mr. Fenton undoubtedly made one of the finest talks it has been the pleasure of the club to listen to on the subject of "Our Country's Ideas." His belief is that our nation has missed the one great opportunity of its existence in not joining the League of Nations. The speaker also stressed the meaning of patriotism and outlined the ideals for which our young nation should stand.

Helena Gamble is back from a six weeks' sojourn in the East, bringing greetings from the BPWC of Concordia, Kansas, Miss Decker, president, and where she spoke at a meeting where the Kansans entertained their bosses—a novel idea, indeed!

Mrs. Gamble also brought the following from Emma Powell, president of the Kansas City, Mo., club: "Having moved into new leased quarters some two weeks ago it is our great privileg to send greetings to our sister Club of Oakland, California, who has accomplished so much, although a young organization. We hope, however to soon own our building, too. Today we served 516 patrons in our tea room. Yours for better business women in a better business world."

Is it the approaching vacation time that is causing a perceptible dropping off in luncheon and dinner attendance? It certainly is not the lack of attractive programs. Dr. Kibbe is providing some very entertaining speakers lately and when a dinner is announced, in compliment to those good enough to give of their time and their talents to serve us, there should be a good tourn-out.

THANK YOU!

We extend our sincere thanks to Bekins Van and Storage Co. for their continued helpfulness given so graciously throughout our drive for rummage: to Miss Z. W. Potter, general chairman, for her untiring efforts, and the sub-chairman who co-operated together with all the members and their friends who gave rummage money and time. We cleared $700.00. It could easily have been $1000.00, if we had had a few more good things. Let us make it an Annual Event: Begin right now to ask your friends to save for us next year. You came through fine. Thanks again to all the faithful workers.

The Business Women's Club is all right.

LILLIAN SHIELDS.

THE STEEPS

By Edgar A. Guest

The easy roads are crowded
And the level roads are jammed.
The pleasant little rivers
With drifting folks are crammed;
But off yonder where its rocky
Where you get a better view
You will find the ranks are thinning
And the travelers are few.

Where the goin's smooth and pleasant
You will always find the throng,
For the many, more's the pity,
Seem to like to drift along;
But the steeps that call for courage
And the task that's hard to do
In the end result in glory
For the never-wavering few.

CHIPMUNK CHATTERS

A tramp, on applying for work, was offered a job in a circus.

"All you have to do," said the proprietor, "is to walk into the lion's cage, offer it a lump of sugar, and come out again. The whole secret of the thing is to make the lions believe you're not afraid of them."

"I refuse the job," said the tramp. "I couldn't be so deceitful."

THE FRIENDLY HAND

When a man is low in spirits,
and he's feeling kind o' blue,
An' the clouds hang dark an' heavy an' won't let the sun shine thru,
It's a great thing, O my brethren, for a fellow just to lay
His hand upon your shoulder in a friendly sort o' way.
It makes a man feel curious; it makes the teardrop start,
An' you sort o' feel a flutter in the regions of your heart.
You can't look up and meet his eyes; you don't know what to say,
When his hand is on your shoulder in a friendly sort o' way.
Oh, the world's a curious compound, with its honey an' its gall,
With its cares and bitter crosses —but a good world, after all.
An' a good God must have made it—anyway, that's what I say,
When a hand rests on my shoulder in a friendly sort 'o way.

—*James Whitcomb Riley.*

KINDNESS DURING LIFE

I would rather have one little rose
From the garden of a friend
Than to have the choicest flowers
When my stay on earth must end.
I would rather have the kindest words
Than flattered when my heart is still
And this life has ceased to be,
I would rather have a loving smile
From friends I know are true
Than tears shed round my casket
When this world I've bid adieu.
Bring me all the flowers today
Whether pink, or white, or red;
I'd rather have one blossom now
Than a truckload when I'm dead.

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BUSINESS WOMENS HERALD

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OAKLAND CALIFORNIA

Volume Three | Oakland, California, June 7, 1926 | Number Twenty-eight

DINNER

Thursday Noon, June 10, 1926, 12:15 p. m.

The Plate 75 Cents

Part 1. JUNIOR CHORAL will sing under the direction of Mrs. Alice Irwin.

Part 2. FOOD PRODUCTS LUNCHEON.

Part 3. Talk: WOMEN FOR WOMEN by Nancy Ban Mavity who is a writer for the Oakland Tribune and a clever speaker.

Chairman of the day:
Helen Margaret Bergsma

Your reservation must be in by Thursday noon, otherwise, well you might lose this varied and interesting program.

Bring a guest but let the Club Secretary know at Oakland 1470.

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Here have been assembled a most inclusive and delightful collection of Frocks, Coats and Sportswear—each with distinctive and original detail that marks it the product of skilled designers.

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University and Shattuck, Berkeley
107 W. Third Street, Long Beach

THE JUNE DANCE

Announcements are out for the June Dance, to be given in our auditorium on Friday night, 11, with the following committee serving as hostesses:

Georgia Maiden, Daisy Miles, Ida Swift, Frances Reiff, Anna Ihrig, Helen Kling, Mrs. J. E. Reid, and Josephine McClenagan, acting as chairman.

Admission 50c and a good time assured to everybody.

No wall flowers. Good music. Delicious punch.

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Bird M. Wilson.....Asst. Editor
Laura E. Pinkston.....Business Manager and Advertising

RECEPTION COMMITTEE

Mrs. Guber announces the following on her reception committtee for the month of June: Mrs. M. B. Graham, Flora Benson, Grace Pomeroy, Mabel Saylor Peterson, and Jean Baird. Return their greeting when they etxend a hearty hand of welcome when you go to the club dinners and luncheon.

LIFE'S GREAT LESSON

To keep sweet, to retain one's belief in a Supreme Being and to be just to our fellow men is the great lesson of life.

It is easy to be good, to keep one's faith in God and his fellow men when life goes smoothly and we are untempted; but the man worth while is he, who, in the midst of Iconoclasts and temptations, grasps the standards of his ideals all the more firmly and determines to keep his hold on the higher things of life, no matter what the temptation.

Idols fall around us every day and we are constantly called upon to overcome obstacles in our struggle for higher development.

None who have the vision are content to dwell in mediocrity. There is a call every day to find a higher expression of ourselves.

In the great world, we every day meet beautiful souls who have left their chrysalis behind them and have emerged into a higher plane of living and thinking.

With so many of those around us it is idle and wrong to lose faith in God and our feilcw man. While the treasure is often in an earthen vessel, no doubt, there are still thousands who appreciate the great gift of life and its infinite opportunities who may be beacon lights to us.

It is idle to judge God, life and human nature by the failures about us. They should simply serve to augment the good by contrast and be a spur to our faith in Infinite Good and humanity.

The world is not all wrong, nor all bad, by any means. Many of those who seem failures to us or who make us question our faith in Good and that which is best, need but a word of advice or cheer to set them in another line of thought and action themselves.

What a guerdon is Faith! Not blind faith, but intelligent faith that looks through the frailties of the flesh and sees the good in everyone and helps to make it manifest.

When we can do this we have reduced life to a science. We retain our sweetness, our faith in God and all that makes life worth living.

ANNIE MILLER KNAPP.

Announcement

A Dance Concert
will be given by
the pupils
of the

Alice Zwillinger School of Dancing

Saturday Evenihg
June 12
8 o'clock

EBELL HALL
1446 Harrison Street

Admission 50c Children 35c

CLUB CALENDAR

June 10—Club Dinner. (See page one Herald.)

June 11—Holding Company Dance, Jos. McClenegan, chairman.

June 12—Philomel Meeting, Dinner at Club, 6:15 p. m.

June 13—Book-Review Meeting. Club Lounge, P. O. Section.

June 17—Club Luncheon, Chalk Talk by C. A. Wells, known as "Chuck" Wells, in newspaper world.

June 20—Philomel Breakfast, Feting brides and Des Moines delegates.

June 24—Dramatic Presentation of "End of Rainbow," by Fanny Ward Miller. Club dinner.

June 28—Concert given in Club hall by Dorothy Reagen Talbot, benefit Des Moines Fund.

AMONG OURSELVES

Good business meeting last Thursday. Olive Bledsoe read the newsiest, snappiest minutes you ever listened to—should have heard them. Eloise Cushing, our parliamentarian, sat at the speakers' table right where she ought to be every time. Miss Ella Saylor and Carrie Hall were elected delegates to the National Convention in Des Moines, July 12 to 17. Zannette W. Potter and Maud E. Petersen were elected alternates for the two delegates respectively. Gladys Barndollar and her "gang" failed to materialize with a vocal selection—they were fined, and so were many others, even Dr. Shields. Miss Sylor reported a new club roster is about to be issued.

How nice it was to have President Saylor back on the job again at last Thursday's meeting! Only Yosemite could have kept her or anyone else away so long. She and a party of eight enjoyed a ten-day stop in the Valley. Says it was glorious beyond words to describe.

But Lady Pinkston, our worthy vice, managed things beautifully when Ella was gone. Made us all step lively when necessary. And too, Mrs. Pinkston is busy soliciting ads for our Herald and read a clever shopping-tour skit Thursday. Moral: It pays to advertise in the Herald.

We are to have some brand new name badges—all framed and lettered, and all that. But wait for the first sensation when some club members sallies forth on a down-town street to wonder why everybody is staring at her so—only to find out she has forgotten to take off her pin and is giving herself not a little advertising in a brand new way.

Le Club Rendezvous held an outing last week, visiting San Francisco for dinner at the Women's City Club and then to the French Theater. Dora Cooley seems to be the one among this group to call them to order altho she says they cannot as yet boast of a president. What modesty! Comprendes vous?

Rumor has it that a dramatic section is about to be organized—in fact, is well under way, an off-shoot of the Philomel section. Why not? Music and drama have always walked side by each. Look for some play productions next winter.

Speaking of off-shoots, the book review section is the best sort of off-shoot of the P. O.'s. Should have heard Jessie Eckles at their last meeting on Current Events. And Jessie knows. When do you meet again girls?

Dr. Lillian Shields leaves this week for her summer home near Los Gatos where she hopes to get a much-needed rest. It is reported that Mrs. Jessen will go along.

Maud Allen, world-famed dancer, is to give a five-weeks' summer course in dancing in our club hall, under the business direction of Zannette W. Potter. Rare opportunity to see and to learn from one who surely knows. Course begins Monday, June 21.

Several of our members were guests of the Alameda Club last Tuesday night when they scheduled their monthly meeting at beautiful Lake Orinda club house. The affair was dubbed a Spanish night—all report a lovely time.

Zannette W. Potter went to Chico last week-end as a delegate from our club to be in attendance upon the third quarterly meeting of the Northern District of the California Federation Business and Professional Woman's Clubs. The meeting included a breakfast at Richardson Springs, on Sunday morning, June 6, followed by a business meeting, presided over by Anna Duffy, president of district.

Continued on page 4

—o—

Please tell the tradespeople you saw it in the HERALD.

SUCCESS

That man is a success who has lived well, laughed often and loved much; who has gained the respect of intelligent men and the love of little children; who has filled his niche and accomplished his task; who has left the world better than he found it, whether by an improved poppy, a perfect poem or a rescued soul; who never lacked appreciation of Earth's beauty or failed to express it; who has always looked for the best in others, and gave the best he had; whose memory is a benediction. — Robert Louis Stevenson.

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Piedmont 8148

CLUB NOTES—*Continued.*

All aboard for THE SKYLINE PLAY—RIP VAN WINKLE, to be given in Sequoia Park on the slopes of Redwood Peak, next Sunday. The casts for the play is made up of members of the Mount Tamalpais Players, augmented by dancers and good music. Garnet Holmes is in charge of the play. The time is 2:15 on Sunday, May 13. The price 50c, with children 25c. Plan to go and enjoy the opportunity of seeing more of the beauties of Oakland that lie at our very door. The Boy Scouts will be beneficiaries—they need a first aid station in the hills and they will get it if you and all the rest of the public support this very worthy project. **Next Sunday is the day.** Tickets with Z. W. Potter, or at the gate of park entrance. Follow the crowd going out Park Boulevard Can't miss it. Only eight miles.

Madame Dorothy Raegan Talbot will sing for the Philomels upon the occasion of their breakfast to be given at 11 a. m. Sunday morning, June 20, in the Garden Room. The affair is scheduled in honor of the brides of the section and also in compliment to the delegates who will be in attendance. Madame Talbot will also appear in concert in our club hall on Monday night, June 2, for the benefit of the Des Moines fund under the auspices of the Philomels.

SYMPATHY

Is hereby extended to Mrs. M. B. Graham in the tragic loss of her mother last week. The mother was more than eighty years old and lived with her daughter at 4130 Gilbert Street. In attending a bonfire, her clothing became ignited and death occurred as a result of her painful injuries. Funeral services were held Thursday afternoon from the Bessie J. Wood Undertaking parlors.

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND CALIFORNIA

Volume Three | Oakland, California, June 14, 1926 | Number Twenty-nine

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Thursday noon, June 17, 1926

12:15 Sharp

DR. MARGARET WYTHE, *chairman of the day.*

Speaker: MR. C. A. (Chuck) WELLS

Cartoonist-Minister of the First Methodist Church, Oakland.

What an interesting combination and chalk-talks are always interesting of themselves. So don't miss this meeting—it will be one of the best of the whole year. Mr. Wells does "his stuff" for a newspaper syndicate and on the side finds time to preach a good sermon when necessary, as he is only assistant pastor to Dr. Lowther. Bring your men friends along—they will enjoy it. Ring for reservations, otherwise, you know. Oakland 1470.

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BUSINESS WOMENS HERALD

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ZANNETTE W. POTTER
Founder and Editor

Clay at 14th Sts. Ph. Lakeside 6700

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THE HERALD STAFF

Zannette W. Potter.....Editor
Bird M. Wilson.....Asst. Editor
Laura E. Pinkston ... Business Manager and Advertising

NOTICE

The Book Review section will meet next Saturday, June 19th, at 2 p. m. in the Lounge.

Dr. Katharine Whitton will give the book review.

Eunice Prichard will discuss current events.

A bit of poetry or drama will close the afternoon.

All club members welcome, and your friends.

DO BUSINESS WOMEN MAKE GOOD WIVES?

Much has been said as to whether college girls make good wives, and now that we have some June brides among our number, the question arises, whether business women can qualify for good wives.

It used to be taken for granted that if a woman went into business she left all chances for marriage behind her. Of course the men were afraid of her, lest they lose their pet job of being the boss. Later on, it dawned upon some of them that it might be a good thing to have someone in the family who might be able to assist as a "provider."

But now, in the days of the truer understanding of equal rights, and mutuality in responsibilities, why shouldn't a business training be a most valuable thing for a bride to possess?

In the first place, a business woman understands the value of budgeting the family income. That means wise spending, no foolish debts, harmony instead of trouble over money matters.

Secondly, she has learned to be systematic in her work, whether in the office or in the home. And order is heaven's first law, we know, so her home should be a bit of heaven.

Next, she understands the necessity for a head to each department, these heads working harmoniously for the good of all, but not interfering with each other.

Children reared in such anatmosphere will have respect for law, and be ready to obey it, at home and in the community.

And above all, the business woman will be tolerant, and not exacting; a good "pal," always. Let's adopt a new motto: "A bit of business training for a better, happier home."

—Contributed.

TEN FRIENDSHIP COMMANDMENTS

1. Don't contradict people even if you're sure you are right.
2. Don't be inquisitive about the affairs of your friends.
3. Don't underrate anything because you don't possess it.
4. Don't believe that every one else in the world is happier than you are.
5. Don't conclude that you have never had an opportunity in life.
6. Don't believe all the evil you hear.
7. Don't be rude to your inferiors in social position.
8. Don't sneer at anybody's religious belief.
9. Learn to hide your aches and pains—few care.
10. Do unto others as you would be done by."

Patronize our advertisers. They are worthy of it, and tell them you saw it in the Herald.

NO TROUBLE AT ALL

"You seem to be very fond of jazz music," said a man to another, in the lounge of a fashionable hotel now given over to dancing.

"Yes, I like it best of all," was the reply. "You don't have to put on formal attire when you listen to it, nobody asks you who wrote it, and you don't have to pretend you understand it."

Sap—"Have you heard the latest song hit?"

Head—"No, what is it?"

Sap—"Cross-word Mamma, You're an Awful Puzzle, But Papa's Goin' to Figure You Out."

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EXTRA DINNER

Friday, June 18, 6:15 P. M.

PRICE 75 CENTS

PHILOSOPHY AND GOALS

By MARGARET E. RICH, of New York

Associate Executive Secretary American Association of Social Work and Editor of the Family Magazine

Dinner given under the auspices of the Business and Professional Women's Club and the Alameda County Social Workers' Association.

Miss Rich is a woman of achievement. Her stay in Oakland is so short it is necessary to have a special dinner in order to give an opportunity for as many as possible to hear her.

Phone reservations early to Oakland 1470.

Musical Program

THE PHILOMEL BREAKFAST

Yes, another Philomel breakfast. Everybody remembers the affair of last year and wants to come again. While a part of the program will be exclusively for the Philomels, an invitation is hereby extended to members of the Club who would enjoy the program and the occasion. It is safe to say there won't be a dull moment from beginning to end. Madame Talbot will sing and there will be no dearth of other entertainment, to say nothing of a delicious hot breakfast served in our beautiful sunny Club room.

Phone the Club Secretary NOW—the time is all too short and the committee must know the exact number of reservations by Friday, June 18. The price is 75c the plate. No outside guests permitted except as special guests of the Philomels.

Remember, club friends, you are welcome, but do us the kindness of letting us know you would like to join us. Mrs. Mary B. Guber is asked to preside.

COMMITTEE OF ARRANGEMENTS,
Zannette W. Potter, President.

MADAME TALBOT CONCERT

At the time Madame Dorothy Raegan Talbot joined the Club she gladly accepted an invitation to join the Philomel section and also said she would be happy to give a concert for their benefit at any time. So full arrangements have been made and said concert will take place in our Club auditorium, Monday night, June 28, when the gifted soprano will render an especially fine program, using songs that have not been frequently heard either over the radio or in local concerts. Mr. Leon Mills, delightful local tenor, has kindly consented to assist Madame Talbot and these artists augmented by violin and piano will give a series of combination and solo numbers, the like of which has never been heard in our Club House. Also, a beautiful dance offering from the Alice Zwillinger School of Dancing will be an intermission number.

The price of admission is 75c and a full house is expected. Secure your tickets of Club Secretary, or of any Philomel. The complete program will appear in the next issue of the Herald.

AMONG OURSELVES

Among the eastern travelers is Mary B. Goodrich, plant manager of Dewey & Almy Chemical Co., who is visiting at her former home in Jersey City. She dared the wilds of Los Angeles and the Apache Trail in Arizona on her way east, and if the "skeeters" leave enough of her, will explore the Canadian Rockies on the way back.

Suzanne Chalmers, Betty Clow, and Jean Baird are enjoying the beauties of Plumas County, and renewing strength and vigor in the fir-scented air. Hope the two invalids, Suzanne and Sue, will be soon able to stand our strenuous companionship at the club. We've missed them this long time.

Mary Barmby reports a very delightful convention of Librarians of the state at Long Beach last week.

Ella Saylor, Maude E. Petersen, Mabel Saylor Peterson, Madame Raegan Talbot and Zannette W. Potter attended the "Spanish Night Party" of the Alameda Club at beautiful Orinda Club last Tuesday night. Madame Talbot sang a group of songs and was very warmly received as usual.

That Food Products dinner on Thursday evening was the best ever. Whoever saw the Board of Directors look so spiffy in their bright yellow caps—it is rumored that some of them accepted "tips" for their extra-superfine service as waitresses. It is also rumored that some of them are thinking of joining the union.

IN SYMPATHY

To our loved members Bessie Wood Gustason and Esther Schneider, our hearts go out in deepest sympathy in the sudden taking away of their sister, and our valued friend, Mrs. Grant Miller. Know that our hands are grasping yours firmly now, with the warm clasp of comradeship, steadying your steps in the darkness of this hour. The path is bright ahead. We shall follow, on the long bright trail, with courage, with faith, with confidence.

SPECIFIC JOBS

The National Committee of Bureaus of Occupations, which is a federation of the bureaus throughout the country that have been organized to help women trained in specialized lines of endeavor, is doing good work to lessen the congestion of the higher types of workers who are not able to get in touch with those who would employ them.

The leading cities of the United States—New York, Boston, Chicago, Denver, Los Angeles, Minneapolis, Pasadena, Philadalphia, Pittsburg and San Diego—each has an agency which advises women about training for work for which they may be adapted and places them whenever possible. These bureaus exchange information as to candidates available and positions open, and make a point of impressing employers with the value of having employees who are trained for specific jobs.

Miss Florence Jackson, during the last year president of the National Committee of Bureaus of Occupations and now director of the Bureau of Vocational Advice and Appointment of the Women's Educational and Industrial Union of Boston, feels that the demand for trained workers is growing by leaps and bounds.

"During the last year," Miss Jackson said recently, "we have had nearly 10,476 callers at this office in regard to women workers—the higher types of workers, not just clerks and stenographers. More than 1000 women came for advice as to the field they should specialize in, and 570 girls and women were placed in positions of responsibility and importance .

"A great deal of my work is that of talking with girls who want to prepare themselves intelligently for some job. They don't always know just what they want to do and they don't always know how to go about finding out. We discuss them, their training thus far, their predilections, and their interests. Having found out something about a girl, I then go over the occupational field, which varies at different times and in different locations, and eventually she sees her problem straightening out, gets an idea of what is open to her and what she must do to qualify for it.

ARE THESE FUNNY OR JUST TRUE?

A New Orleans judge refuses to allow a man of 20 to mary a woman of 45. Perhaps some other judge will stop the wedding of a girl of 20 to a man of 60.

THE MODERN DI

Diogenes was wandering aimlessly around town with his lantern.

"Still looking for an honest man?" sarccastically inquired a cop.

"No," he snapped, "for a parking place."

BIG MONEY: I am twenty-five cents.

I am not on speaking terms with the butcher; too small to buy a quart of ice cream; not large enough to get a box of candy; too small to buy a ticket in the movie; I am hardly fit for a tip—but—believe me, when I go to church on Sunday, I am considered some money.

IN LUFF

He thought it safer to write to the girl's father, asking for her hand. He was an ardent lover but a poor speller, and his note ran:

"I want your daughter—the flour of your family."

"The flour of my family is good," replied the old man. "Are you sure it isn't my dough you are after?"

There was a young lady named Banker
Who slept while the ship was at anchor;
But she woke in dismay
When she heard the mate say,
"Now hoist up the top sheet and spank her."

THE PERFECT HUSBAND

"A perfect husband—who can find one?"

"Six days of the week doth he labor for his moneys, and upon the seventh doeth chores within the house for relaxation."

"With his own hands he runneth the lawn mower and washeth the dog."

"He hooketh his wife's dress up the back without mutterings."

"He is not afraid of the cook."

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BUSINESS WOMENS HERALD

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OAKLAND CALIFORNIA

Volume Three | Oakland, California, June 21, 1926 | Number Thirty

"Don't let the song go out of your life;
Though your voice may have lost its thrill,
Though the tremulous note should die in your throat,
Let it sing in your spirit still."

DINNER

Thursday Evening, June 24, 1926

6:15 Sharp

Dramatic Reading By

FANNY WARD MILLER

Mrs. Miller will interpret a one-act play by Zona K. Gale, entitled "FROM MOTHERS TO MEN." A delightful entertainment and very amusing. Invite "club husbands" and men friends.

Mrs. Miller's artistic work is too well known to the club members to need further introduction.

Phone for reservations, Oakland 1470. Price 75c.

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DELIGHTFUL CHALK TALK

Thanks to Dr. Kibbe of the program committee, who furnished the delightful speaker-artist last Thursday in Mr. "Chuck" Wells, cartoonist-minister, who gave a most interesting chalk-talk and verily held the ladies spellbound with his clever drawings and pointed allusions and illusions. With chalk and talk many valuable lessons were brought and all interspersed with bits of humor and satire that were most refreshing. Please have Mr. Wells again, Dr. Kibbe. His presence and his talk were worth-while.

ARE WE READY FOR OFFICE-HOLDING?

Whether we entered the business world of necessity, for economic reasons, or by preference, in the desire to increase our knowledge and enlarge our sphere of activity, once having entered it we are there to stay. For even the few who retire to the quieter domestic life, find themselves using their business training in the management of the home, and realize that their viewpoint on all the affairs of life has materially changed, and that they are better fitted to be good citizens, of greater service to the community, because of their fuller understanding.

Now, of what does good citizenship consist?

Not only in obeying the laws one's self and endeavoring to broadcast that sentiment to others, but in taking an interest in the needs of the community, the upbuilding of your city, the safeguarding of the youth, the opportunities for the homeseeker, the laborer as well as the capitalist; and, closely bound up with all of these, the government of your city and your state.

Shall we, as business women, members of a service club, be content to read the accounts in the newspapers of the affairs so deeply concerning us, make our criticisms, sit back and do no more?

But what can we do, the question is asked.

In the first place, we can register; and next, we can vote, at ALL elections.

In the next place, we can consider carefully the candidates for the various offices; learn all we can of their ability, their honesty, their willingness to promote the interests of the whole community rather than of a special few; and if we don't like any of them, we can try to create a demand for more representative candidates, and try to induce more suitable people to take office.

And as a matter of course will follow the taking of office by more women; not simply because our sex is entitled to greater recognition, but because more women are becoming capable of doing the work. Dean Landes, of the University of Washington, whose wife, Mrs. Bertha Knight Landes, has just taken office as Mayor of Seattle, says that men are becoming too busy to go into politics, and women are better fitted for office, both temperamentally and by training. Well, let's hope that business women will never become too busy to take the proper interest in office holding, and putting the proper ones in office.

California is rather behind in placing women in offices of importance. We are told that Montana is known as the state "where men are men, and women are Governors".

Kentucky has a woman Secretary of State; so has New Mexico and New York. Women are on the Supreme Court of New York and Ohio.

The Business and Professional Women's Clubs of the nation are doing much to make women an asset to the community in the business world. Let's make women an asset in the field of government, also. And let's begin right here, in our own city, Oakland.

—Contributed.

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AMONG OURSELVES

It is reported that Jeannette Saunders is improving slowly but surely at her Redlands stopping place.

Rose Berry writes that she thinks of us all ardently and frequently from her Denver sojourn.

Beth Macdonald of Berkeley Club was a guest of honor at the recent Philomel breakfast.

Dr. Lillian Shields returned from her Santa Cruz Mountain eyrie last Friday after a two weeks' rest.

Miss Claire Simmons is leaving for Forest Farm soon to be gone for several weeks.

Don't forget the Talbot concert next Monday night, June 28, in our club auditorium. Leon Mills, local tenor, will be the assisting artist and Alice Zwillinger's pupils will contribute to the program also. The price is only 75 cents. Bring your friends and attend. It will be a rare treat.

Maud Allan, the great dancer, is giving a Summer Master Class in dancing in our club house beginning Monday, June 28, from 10 to 12 on Monday, Tuesday, Thursday and Friday of each week, under the management of Zannette W. Potter. Ring Lakeside 6700 for full particulars as to terms, etc. Great opportunity to "sit at the feet" of a woman like Maud Allan.

The Berkeley Juniors have joined the State and National Federation of Business and Professional Women's Clubs and a large delegation are planning on going to Hollywood in September. Congratulations!

Safe to say the Philomel breakfast on last Sunday morning was a great success. One hundred reservations have been made as the Herald goes to press—too late for a detailed report in this issue.

Edith Bakewell has at last succumbed to the allurements of bobbed hair. Hard to tell her from her daughter now.

Alice Irwin has slipped away for a much needed vacation, but didn't report where? How about it?

The Junior Choral Section made us all sit up and take notice, as well as listen, when they sang at the last dinner. Some lovely voices were noted, and they must have been working very earnestly by the smoothness of their work.

And didn't Mrs. Mavity hit some very promising nails on the head in relation to the position of women, in spite of our great advancement towards equality? Her points so logically arranged and so tellingly put, and with such charm. Hope she'll come again.

Congratulations to Mary Campbell on the completion of so long a period of service in the schools of Oakland. Twenty years as a principal, and some years before that in the ranks of teacher. And yet she is smiling and sweet, and still ready to dispense happiness wherever she may be, as she has done, along with the "book larnin'," during all the years. Glad you'll have more time for the club, Mary, now that you've resigned from **hard** work.

Good News! The City Council appreciates the work that has been done by our delegates at national conventions in advertising Our City Oakland, and the possibilities of such advertising with the 5000 women from all over the United States who will convene in Des Moines in July, and have voted $100 to assist us in the good work this year. Last year the Chamber of Commerce gave us literature illustrating the beauty and opportunities of Oakland, but the thousands of poppies and Lake Merritt ducks were distributed at our own expense. We have a most enthusiastic delegation, and Oakland will surely be known over the length and breadth of the land before they get home. Thanks to the Council for their appreciation and assistance.

Martha Chickering also finds Carmel most attractive this vacation.

Bessie Whittaker has been rusticating in the country; the sunburn didn't spoil her lovely English complexion one bit.

Ella Flynn and her sister are at Carmel, enjoying all that's delightful there.

Continued on page 4

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CLUB NOTES—*Continued.*

The June dance was another delightful affair. Decorations stunning, music fine, floor like glass, and a fine crowd.

Mrs. McClenegan wishes to convey her thanks and appreciation to the members of the committee who aided her so generously, and to all others who gave assistance. She asks, how do we like the addition of gentlemen to the floor committee?

The French Section is getting down to real work now, with a teacher coming regularly to give them just the right Parisian accent.

Anyone desiring to join this class, which meets every Tuesday noon, communicate with Mrs. McClenegan at the club rooms.

We are glad to report Bessie Beatty Rowland improving, though not yet out of bed. The The Orpheus Club concert Club concert seemed not quite the same without her.

Mr. and Mrs. LeCroix are spending a vacation in Yosemite. That marvelous place is calling many this summer.

A MAN'S PRAYER

Teach me that sixty minutes make one hour, sixteen ounces make one pound, and one hundred cents make one dollar. Help me to live so that I can lie down at night with a clear conscience, without a gun under my pillow, and unhaunted by the faces of those whom I have brought pain. Grant that I may earn my meal ticket on the square, and that in earning it I may do unto others as I would have them do unto me. Deafen me to the jingle of tainted money and the rustle of unholy skirts. Blind me to the faults of the other fellow, but reveal to me my own. Guide me so that each night when I look across the table at my wife (my shipmate) I will have nothing to conceal. Keep me young enough to laugh with little children, and sympathetic enough to be considerate of old age, and when the day of dark shades and the smell of flowers, the tread of soft footsteps and the crunching of wheels in the yard, make the ceremony short and the epitah simple—"Here Lies A Man."—E. Chegwidden.

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"Make a rule and pray God to help you to keep it, never if possible to lie down at night without being able to say, "I have made one human being, at least, a little wiser, a little happier, or a little better this day."

The Gray Shop

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DINNER

Thursday Evening, July 1, 1926

6:15 Sharp

Regularly the first Thursday in each month is held apart for the club business meetings. This date will be a happy exception.

We will on this day combine with the Soroptimist Club in a dinner to be held in our club house at 6:30 p. m. This in order to hear

DR. PAUL IVEY

on the subject of

SUPER SALESMANSHIP

Dr. Ivey is a magnetic speaker and has set the men of the local service clubs agog with his superb delineations of themselves and their latent powers along lines that vitally affect their business. Don't fail to hear him.

Miss Saylor asks that club members meet at 6:00 p. m. promptly for the regular business meeting—this to precede the dinner. Don't fail to attend this previous meeting, either.

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BUSINESS WOMENS HERALD

Official Publication of the
BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.

ZANNETTE W. POTTER
Founder and Editor

Clay at 14th Sts. Ph. Lakeside 6700

Issued every Monday in the interests of the Business and Professional Women's Club

1608 Webster Street
Phone Oakland 1470

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Zannette W. Potter.....Editor
Bird M. Wilson.....Asst. Editor
Laura E. Pinkston.....Business Manager and Advertising

P. O. SECTION

The P. O. Section inspected the new building of the Woman's City Club in San Francisco last Friday evening, and tested the cooking at dinner there. Took many pointers in connection with the Library they project for our own club. Isn't a homey feeling to have another women's club building to use when across the bay? And when we go to New York, there are the headquarters of the National B. P. W. C., to make one feel at home, to say nothing of the club homes springing up all across the continent among the business women.

JULY CLUB CALENDAR

June 28th—Monday Night

DOROTHY RAEGAN TABLOT CONCERT

In our own Club Auditorium tonight, beginning promptly at 8:30 p. m.

Assisting Artist, Mr. Leon Mills, tenor soloist. Also beautiful dancing number by Margaret Pyster, Helen Marshonet and Lois Peterson—all Miss Zwillinger's clever dancing students.

July 1—Thursday Evening—Club Dinner. Businses Meeting at 6:15.

DR. PAUL IVEY at 6:30 P. M.

July 8—Dinner 6:15 P. M.

Speaker, EARL C. WARREN

District Attorney of Alameda County

Subject, "Reminiscences and Anecdotes of Early California." insight into the cause and effect of jazzing and the flapper. Bessie Wood Gustason will introduce the speaker.

July 9—Friday Night. JULY SPORTS DANCE.

Club Auditorium. Mrs. Hazel Lamberson, chairman.

Our dances have become very pouular. Do not miss one of them and send card invitations to your friends.

July 15—Thursday. LUNCHEON, 12:00 Noon.

Speaker, MR. G. R. KIBBE

One of the genus club husbands.

Subject, "Reminiscences and Anecdotes of Early California." Mr. Kibbe has been in the state some fifty years plus and his work with the Railroad Commission and as a county auditor has led him into all parts of California. He will tell most interestingly of the "Days of Old, the Days of Gold, and the Days of 4955. Mrs. Ora Pennington will introduce the speaker.

July 22—Thursday Night. DINNER 6:15.

Speaker, MRS. F. L. SAYLOR

Subject, "The Turn of the Century"

Mrs. Anna Saylor is Congresswoman from the bay district. She knows California from the inside, and sees things from the feminine viewpoint. Her experiences will be novel and thrilling.

August 1—Thursday. DINNER 6:15 P. M.

Here comes the crowning jewel in our July Program. We are to welcome home our California delegates from the national convention at Des Moines.

Yellow is to be the color of the evening. Wear your yellow dress, scarf or flowers. Bring sunshine with you to the dinner. Our canaries will help out the scheme of things. Make this the banner evening of the year. Clubs near-by districts are asked to join with us in our welcome to the delegates.

"Enthusiasm" is the watchword.

MINORA E. KIBBE,
Chairman Program Committee.

GOOD NEWS

The Herald is to enjoy a month's vacation—that is, there will be no issues of our club paper during the month of July. So say the Board of Directors of our club deciding this momentous question at a recent meeting. Please note that the club calendar is featured in this week's Herald on the editorial page. Read it again and note each item carefully. However, lest you forget, cards will be sent out for the special occasions. Plan to attend the meeting during this vacation month if you are in town.

AMONG OURSELVES

Miss Saylor, Mary B. Guber and Zannette Potter visited the San Joaquin Valley last Tuesday, returning Wednesday reporting a hot spell that registered 100 degrees and more at Fresno and the surrounding territory. The ladies were guests of the Dinuba BPWC on Tuesday night, at which all were scheduled to make short talks regarding the National Federation and phases of club life. Visalia business girls drove up over forty strong and a very happy co-operative spirit prevailed throughout the joint meeting with a hundred business women present. Every courtesy was extended the Oaklanders and all report a very happy time with invitations to return to the valley at a time when it is not so hot.

Maud Allan's dancing classes held in our club building beginning Monday, June 28, are proving popular and the young dancers enrolling appreciate the rare opportunity afforded in Miss Allan's visit to California this summer.

Carrie Kennedy is planning a very large bridge party for our benefit some time in September, and is already beginning to make prizes with her skillful needle. It is no small job to manage such an affair, and while it is her voluntary contribution, that need not withhold others from volunteering assistance. For instance, if you'd like a bit of fancywork to putter with during some of the vacation hours "on the piazza", just tuck in your grip the material for a card-table cover, and bring it back finished and turn it over to her. *Verbum sap.*

Florence Bussell has taken the trail north as far as Klamath Falls, Oregon, for a two weeks visit.

Mrs. L. E. Ritchie and her daughter, Miss Claire, left Tuesday last for a month's trip to Alaska and Mt. Rainier. Could anything be more delightful?

Mrs. Bridge had a most interesting trip to the National Convention of Realtors, in Tulsa, Oklahoma. About 2000 were in attendance, and she reports that one of the best talks was given by a Mrs. Wright, of Chicago, a realtor of 25 years' experience, and who operates five offices. She has attracted world-wide attention by her advertising, and was honored by being asked to address the Brokers division.

The hospitality of Tulsa was remarkable, especially as it is a city of less than 100,000 population. Real Indian shows, and Wild West rodeos on their native heath were provided. But the weather was warm, and Mrs. Bridge rejoices in getting back to the perfect climate of Oakland, although she and her party were delightfully entertained by the Realty Boards of other cities, also, among them Kansas City and Wichita.

Dr. Whitton gave a delightful review of two of the most talked-of books of the day, "The Private Life of Helen of Troy" and "The Diary of a Young Lady of Fashion of 1730", at the last meeting of the Book Review Section, and Eunice Prichard's outline of current events, with the discussion it brought, was greatly enjoyed. The afternoon closed with a reading of a poem of Dr. Van Dyke's, by Bird Wilson.

The matter of who are going to Des Moines seems to be finally settled. Zannette Potter will represent Miss Saylor and the Club; Mary M. Campbell will go as a second delegate. These two will have to represent Oakland at Des Moines, except that Miss Mildred Myers will visit her family in that city and will attend part of the convention meetings. Berkeley will be represented by Mrs. Christine Leonard, who represents her president and her club along with Miss Annie Woodall who will go as a second delegate. San Jose is sending Mrs. Pemberthy, their president. These six will comprise the entire California delegation so far as the Herald knows. Our delegates leave on Thursday, July 8, arriving in Des Moines Sunday, July 11, just in time for the full weeks activity in the big convention where more than six thousand will assemble from every state in the Union, and even including Canada and China. The western delegates will leave Oakland together but each will come home her separate way after visiting relatives and friends in the east.

Continued on page 4

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CLUB NOTES—*Continued.*

After the convention is over Mary Campbell will journey to Chicago, Cincinnati and Philadelphia; also visiting friends in Denver on her way back.

Miss Potter will leave Des Moines on Sunday, July 18 and stop over in Ordway, Colorado, for a brief visit, returning via Western Pacific to California.

Both Miss Woodhall and Mrs. Leonard will return Canadian Pacific way.

Mildred Myers, upon her return, will visit one of California's summer playground camps in which she is directly interested.

All the delegates are invited to speak in our club at a dinner given in their honor on Thursday night, July 29. They will also speak in Berkeley at the Sunday morning breakfast on August 1, the last meeting of the Northern Section for the present year.

At Des Moines the California delegation will give a stunt which will include the wearing of a special dress (cream and yellow), hats trimmed in poppies with songs and banners waving. Also 2000 golden yellow poppies will be taken along for distribution, and also a quantity of Lake Merrit ducks will be given out.

Thanks to the City Council of Oakland who has given $100 to the delegates for advertising our beautiful city of Oakland.

NEW MEMBERS

The following names have been accepted as members of the Club:

Rose B. Burkhalter, Lulu M. Griesemer, Maybelle A. Lewis, Hulda McGinn, Mrs. Delena Randall.

Resigned: Mrs. L. C. Marvin.

On leave ror a year: Mrs. Geraldine Hall.

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND CALIFORNIA

Volume Three | Oakland, California, August 2, 1926 | Number Thirty-two

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DINNER

Thursday, August 5, 6:15 P. M.

The Price 85 cents

JOINT WELCOME-HOME DINNER

Members of the Bay clubs have been sent invitations to attend this dinner to hear reports from the delegates from Oakland, Berkeley and San Jose who have recently returned from Des Moines. Iowa.

Early reservations of our own members will be necessary because of the number expected to be present. Ring Oakland 1470, NOW.

IMPORTANT NOTICE

Business Session at 6:00 o'clock.

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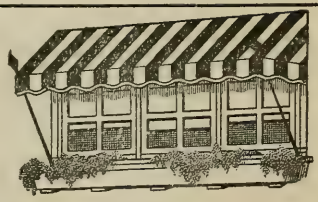

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RECEPTION.

Those who served during July, include Mesdames Dingwall, Swift, Holmes, Benson and McClenagan.

During August you will find Helena Gamble, Dr. Henrietta Grosso, Louise Scarper and Mrs. Goodrich on hand to greet you at the top of the stairs. Give them a cordial handshake.

—o—

CLUB POT-POURRI

Mary Campbell writes from a suburb of Cincinnati, where she is having a restful time with friends following the convention: Jeannette Saunders is home again after a protracted illness, unable yet to see her many friends in the club, but on the sure road to recovery just the same; Wm. Schindler sang most effectively at last Thursday's dinner with Mrs. Warenskjold at the piano; Suzanne Chalmers is back again looking much better—there's hoping!; Lillian Bryant is at Fabiola with a broken hip; the Florence King Educational Fund graduated its first student in June and another is ready for the Fall term; Bird Wilson is still at Fallen Leaf Lodge on her vacation; Mrs. Laura Pinkston took a two weeks' rest at Inverness and Mrs. Gubur is back from Tahoe; Jennie Hammond sends the editor a beautiful postal of the famous Jungfrau, saying she and her sister ascended this mountain to an elevation of 11,500 feet, a wonderful experience! Miss Hammond spent a month or more in Italy and is now in Switzerland after which Paris with all its fascinations will be the next stopping place.

THE SUNDAY TEA

Berkeley entertains the delegates of the Northern District of the State Federation at its final quarterly breakfast at the Hotel Whitecotton, Sunday, August 1 at 11 o'clock. After the business meeting at one o'clock automobiles will take the bay visitors on a ride over the sky line boulevard and a visit to our club house, where tea, coffee and sandwiches will be served under the direction of the P. O.'s. Hermine Kruger, chairman. A musical program will entertain our guests. Miss Kruger has included new club members in the guest list and it is hoped these will turn out enmasse with plenty of the "older" members on hand to receive them. Here is an opportunity that should be taken advantage of—our new club house will stand the test, but a cordial host should be there to receive and welcome the "strangers within our gates." The time is three o'clock, August 1; the place, our beautiful club auditorium. Be on hand with a generous smile.

Assisting Miss Kruger on the reception committee are Mary Barnby, Suzanne Chalmers, Elizabeth Clow, Jean Baird and Jessie Eckles. Zannette Potter has charge of the musical program.

Follows the list of new members expected to be present:

Rose Burkhalter, Lulu M. Griesmer, Maybelle A. Lewis, Hulda McGinn, Mrs. Delena Randall, Miss Elsie G. Rae, Myrtle Kinnison, Emma Merani, Miss Clara Brawthen, Mrs. C. E. Sheets, Mrs. Zayda Bartley, Mrs. J. J. Hogarty, Lena E. Steeves, Miss Ida G. Swift, Dr. Vera Williamson, Lillian J. Mills, Madam Dorothy Raegan Talbot, Kathryn M. Northrup, Miss F. B. Hagerty, Sarah C. Kelly, C. Elizabeth Little, Elizabeth R. Woodward, Dr. Luna Moon.

CHINESE DANCE

Helen Bergsma is chairman of the next dance to take place in the auditorium Friday night, July 13, with Maud Petersen, Josephine McClenegan, Mabel Saylor Peterson, Edith Bakewell, Esther Goodwin, Alice Barker, Olive Bledsoe assisting on the committee. Everybody is assured of a grand, good time. Tickets are being sent out to the club's guests for the occasion.

HERALD GOES VISITING

Our little Herald was distributed to many clubs throughout the U. S. at the Des Moines convention and much favorable comment was forthcoming, not only from delegates who were interested, but from national officers as well. Editor of Independent Woman says she reads every word of it every week and likes its make-up, too.

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CANDIDATE FOR
POLICE JUDGE
CITY OF OAKLAND

PRIMARY ELECTION AUG. 31ST 1926
GENERAL ELECTION NOV 2ND 1926

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CONVENTION GLEANINGS

'Rah! OAKLAND, 1927, 'Rah

Oakland weather prevailed at Des Moines for the most part, only getting hot as the meeting drew to a close, when the delegates were forced to return home in sweltering heat.

The **Iowa Corn Song** was easily the hit of the convention. Everybody sang it, hummed it, whistled it—in fact, the song which has made a million for its author is a Middle West institution — all conventions seem to use it, all like it—it is tuneful and simple. You will hear your delegates sing it on Thursday night, August 5, at the Welcome Home dinner.

Yes, the California delegates' costumes were most attractive (pardon our modesty) and proved to be popular everyywhere "Caliofrnia" went. And like Mary's lamb, the California bear stuck to each delegate with proverbial insistance —and these everybody went mad about. Could have given them away a thousand times and sold them, too, for that matter. You will hear them growl next Thursday night.

Miss Alice Waller, editor of the Independent Woman possesses "personality plus" and although in her thirties, looked like a Vassar deb with her saucy bob and slender girlish figure.

The Iowa hostess clubs wore lovely yellow smocks with green trimmings and were everywhere "on the job" receiving delegates at the trains and placing them comfortably in their hotels. The Mason City, Iowa club girls were the special hostesses of the California delegation, entertaining them at breakfast and driving them to Ames Agricultural College and extending numerous other courtesies.

California entertained *Connecticut* at dinner during the convention at Fort Des Moines Hotel with elaborate table decorations and favors as features.

Emma Dot Partridge, the popular executive secretary of the federation, was especially nice to the Californians, inviting them to her office upon various occasions, and making them feel "at home" at all times.

In fact this convention will go down in history as a friendly gathering of earnest business women from all parts of this great country—not large in numbers, but bent on "getting acquainted" with one another —which is the biggest thing any convention can do, after all.

Olive Joy Wright was a joy to look upon and to witness in her handling of the convention meetings. Tall, dignified, yet kindly, always poised, fair in her decisions and calm during stress — qualities that made her an admirable presiding officer and a beloved president.

Five hundred delegates in their gay costumes marched before the Governor of Iowa. John Hammill, in the beautiful Capitol grounds of Des Moines with hundreds of spectators enjoying the fun. Pathe showed the pictures in the local theaters the next day. To date no business woman has been picked a future star by any director who was present.

The San Jose Chamber of Commerce did a wonderful thing in sending nearly a half million prunes as their quota of inducement for the convention to come to California next year. Our delegates gave out the three thousand poppies furnished by our own Oakland City Council and the Lake Merritt ducks proved a popular gift among the state delegates.

One wag said to another: "I see the women raised the deuce in Des Moines." "No," said his friend, "they raised the dues."

Brilliant costumes, gay feathers, caps, canes, and emblems significant of the state from where the wearers came, gave the lobbies of the hotels and the streets of Des Moines the aspect of a mardi-gras in No-Man's Land. Kansas delegates wore dunce caps on which were printed two jayhawks for each Missouri "mule." They carried a squawking jayhawk

Continued on page 4

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of many colors while their neighbors who *have to be shown* carried red felt mules which were sold to other delegates at a good Missouri bargain price. South Carolina displayed the white palmetto tree, while the "tar heels" on the north wore a spray of golden rod in their hair. Florida had life-like oranges painted on dresses and wore orange blossoms in their hair, if you please. The Texas girls made a hit from the time they dropped from the long train called the *Tenn-Ala-Tex-Carolina-Mi-Fla-Ga-Special* and wearing white with blue capes emblematic of the Texas blue bonnets—their beautiful state flower. Wisconsin was chipper in overseas caps and a striking "W" on their arm. Indiana extolled *Abe Martin* of the Hoosier state carrying colored, carved caricatures of the famous writer of philosophical cartoon fame. Colorado was generous of her columbines. Minnesota featured her ten-thousand lakes and so on all over this great United States. Idaho wore those charming western black felt cowboy hats with "Let 'er buck" conspicuous on one side, while Kentucky was gorgeous in their yellow derby suits and dashing riding whips. One lone delegtae from Honolulu who made the convention an international one carried a funny dancing doll and distributed thousands of lais among the degeates. Another lone delegate hailed from New Mexico and wore a stunning Mexican sombrero. Of course Maine showed pine trees on their costumes.

"The great and beautiful adventure in friendliness that began in such a small way only seven years ago is developing into a world movement of untold importance," declared Mrs. Olive Joy Wright of Cleveland, Ohio, in her opening address as President of the National Federation of Business and Professional Women's Clubs, held in Des Moines recently.. Further Mrs. Wright declared that "never did there devolve upon any group of women a greater responsibility than rests upon us." Fellowship and service were expressed as the key notes of woman's place in the world today and the slogan "Better business women for a better business world" was lauded as expressing in fullest measure a becoming ideal for the national federation.

Miss Lena Madesin Phillips, newly elected president of the National Federation, is an attorney-at-law of New York City. Educated at the Kentucky University; New York University; Goucher College; Peabody Conservatory of Music; Jessamine Institute, Kentucky. Daughter of Judge W. H. Phillips of Nicholasville, who sat for forty-three years on the Kentucky bench. Miss Phillips is the founder of the BPWC, the most representative organization of business and professional women in the world. Is a member of the Executive Board of the Women's Civic Organizations; Southern Women's Educational Alliance; Women's National Farm and Garden Association; the Women's Democratic Club; the New York League of Business and Professional Women; the Polygon Club; the Carolina Country Club and wears the pin of Chi Omega Sorority. The new national president is interested in all civic matters, fond of out-door sports, is a trained musician, having written a group of compositions for piano and voice and for piano and violin; travels 25,000 miles or more every year and is now counsel for Henry Hummel in the celebrated Hummel will case.

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND CALIFORNIA

Volume Three | Oakland, California, August 9, 1926 | Number Thirty-three

Keep us, oh Lord, from pettiness;
Let us be large in thought, in word, in deed,
Let us be done with fault-finding and leave off self-seeking.

Excerpt from Club Collect—Mary Stewart.

ELECT
DISTRICT ATTORNEY

EARL WARREN

CANDIDATE
TO SUCCEED HIMSELF
at the PRIMARY ELECTION

DINNER

Thursday August 12, 6:15 P. M.

Willie May Bridge, our own club realtor, will introduce

HARRY CULVER

President of the California Real Estate Association, maker of Culver City, orator, and "wonder organizer" of the real-estate world.

Everybody knows the story of Harry Culver, how he induced six farmers near Los Angeles to part with a portion of their land paying them in installments in a profit-sharing plan that was as startling as it was original and successful; and how a beautiful, thriving city now marks the spot of his early endeavors. He is young, magnetic, forceful, humorous, and everything else that goes to make an ideal speaker for our club. Shall we meet the challenge and give him a crowd worthy of himself. Yes, by planning your dinner guests now and telephoning your reservations. Men, especially, will be interested in hearing their popular hero and friend, Harry Culver.

(Music—see next page.)

ELECT
J. W. HAVENS
POLICE JUDGE
Justice *of the* Peace—City of Oakland

PRIMARY ELECTION, AUGUST 31, 1926

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Joseph Carl Petersen

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ZANNETTE W. POTTER
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1608 Webster Street

Phone Oakland 1470

ENTERTAINMENT

The Music Committee has secured the services fo the Oakland Male Quartette, for next Thursday night's meeting, consisting of G. Gibson Paul, first tenor; Kenneth M. Morse, second tenor; Earl B. Leonard, baritone, and Bert R. Shrader, basso, who will be honor guests of the club on this evening and who will dispense beautiful harmonies in the early evening's program. They alone should induce your coming.

BOOK REVIEW

Auspices: Past Officers' Section. Meets Saturday, August 14, 2 p. m. Lounge of club house.

Program:

Book Review—Mrs. B. G. Whitaker.

Current Events—Bessie W. Gustason.

Poems—Dora B. Cooley.

All are most cordially invited to attend these meetings—you will be most welcome.

HERMINE KRUGER,
President.

PAID YOUR DUES?

The secretary voices an earnest appeal to all those who have not yet paid their dues to September 1, 1926.

For when that date comes there will be an other notice to pay dues again for the succeeding six months and so on and so on.

So the moral is: DO IT NOW. The club needs the money and we need to get it "off our chest" as it were.

WOMEN IN POLITICS

While the business and professional women are meeting in Des Moines it is a good time to take note of the fact that Justice Florence Allen of the Supreme Court of Ohio is contesting for the democratic nomination for the United States Senate against Atlee Pomerene.

Justice Allen would do as much to give tone to the United States Senate as anybody in the whole United States, regardless of politics.

In this connection we may note what President Green of the labor federation says about Gov. Nellie Ross of Wyoming:

"At the Wyoming State Federation convention in Casper, I had the delightful experience of making an address from the same platform with Gov. Nellie Ross, the first woman state executive to be elected in the country. And I am happy to say that she not only delivered an eloquent speech, but made a good organized labor talk as well."

The women are demonstrating with their very brief experience in government that they know what to do and how to do it.

Nobody has the slightest notion today of the place women are going to hold in the government in another generation.

—Des Moines Evening Tribune.

LAST SUNDAY'S CLUB DOINGS

The Berkeley B. P. W. C. acting as hostess, breakfast was served at the Hotel Whitecotton. Community Singing. Business meeting at 1 p. m. presided over by Anna Duffy of Sacramento. 140 delegates from various points of northern district present. Features: presentation to Oakland club of silver-cup trophy for displaying greatest number of press stories anent club work during the year just closing; passing of a resolution to have the matter of affiliation with the National Federation of Business and Professional Women's Clubs brought up for discussion at the Hollywood convention meeting for eighth annual gathering September 2, 3, and 4, 1926. Election of officers of Northern District include Annie Woodall of Berkeley, president and Marie Daugherty of the Oakland Girls' Forum, recording secretary.

The delegates were taken on a drive at the close of the meeting thru the Berkeley campus and over the famous Sky-Line ending up at our own club house where tea and coffee and sandwiches were served under the direction of the Past-Officers' Section, Hermine Kruger, chairman.

And this tea was just the nicest affair ever! The decorations were charmingly home-like, the work of Mrs. B. G. Whittaker and her committee, and the musical program most enjoyable. Those who contributed to it included Daisy O'Brien, soprano, Herzog Megerian, talented pianist and Irma Randolph, popular mezzo soprano who with Gussie Meyers sang several duets and Mrs. Randolph also sang a group of solos which were highly appreciated. Thanks are hereby extended to all of these musical friends who were so gracious and generous of their time and talents.

At the table hostessing were Dr. Shields, Ella Saylor, Mrs. Whittaker and M. Guber. Assisting with the serving were Addie Jessen, Robie Irwin, Esther Goodwin, Grace Maurer, Anna Burr, Eunice Pritchard, Suzanne Chalmers, Bessie Clow, Jessie Eckles, Marguerite Bull, Mary Barmby and others.

CLUB NOTES

Another club of the northern district now belongs to the National. Make a guess as to which one it is.

Congratulations to Anna Burr club publicity chairman for the past year, who did her work so faithfully and so well that Oakland was an easy winner of the cup given in Berkeley last Sunday morning. Anna had over 600 inches of club matter to her credit and it was displayed in fitting style, too. You can see her book on our book shelves at the club. It is worth a peek. Hail to Anna!

What a fitting touch to the decorating scheme it was last Sunday for Mrs. Whittaker to place that lovely candelabrum, all lighted, on the piano. It made the stage take on the aspect of a music sanctuary, and that is just what it was that afternoon. Never did our piano show off to better advantage, the tone of it seems to get better all the while. Mrs. Megerian said she had never played on a better instrument.

"Oh's" and "Ah's" were heard frequently last Sunday from our visitors who were taken about our beautiful club house and never did the whole building have a more cheerful air. It just seemed to say "welcome" to everybody from every nook and corner and that is what the P. O.'s wanted it to say.

The house committee wishes so much that club members and their friends would plan to eat their luncheons at our club cafeteria. Mrs. Nattinger serves a tasty luncheon and special tables may be reserved. Now that vacation is about over, why not make your plans to include the club luncheons in your daily program?

Thanks and congratulations to Dr. Kibbe of the program committee for securing Harry Culver for our next club speaker. The hall should be jammed and packed and men should be much in evidence. So plan to have dinner parties galore and let the secretary know about your reservation right now. Oakland 1470.

Mrs. G. A. B. Spencer, as usual, furnished many of the beautiful dahlias evident last Sunday in the decorations. Our thanks to her of dahlia fame. Maybe our good lady is the "author" of the new blue dahlia, who knows?

Au rendez vous klub has stabilized their section by employing a regular French teacher and the class meets every Tuesday noon in the Sunset Room. You may join by paying the nominal fee and buying the necessary instruction books. An unusual opportunity is thus open to those, who would learn French. And a little later another beginners' class will be started.

Continued on page 4

—o—

AUGUST RECEPTION COMMITTEE

Helena Gamble, chairman
Margaret Bull
Dr. Henrietta Grosso
Louise Scarper
Mrs. Goodrich

Bessie Wood Gustason says:

"C. W. Culver is my candidate for sheriff"

La Belle Shoppe

Exclusive Apparel for the Smart Woman

Phone Oakland 969

80 Grand Ave., Oakland

Phone Oakland 82

Broadway at 21st Street

Oakland, California

Flowers are found in profusion here, and are deftly executed into novel and charming arrangements.

VOTE FOR **Mrs. Harriet A. Haas**

Attorney at Law — School Director

Candidate for ASSEMBLY, 37th District

A Vote for Mrs. Haas is a Vote for Honesty, Efficiency and Intelligence in the important business of making Laws.

A Graduate of the University of California with a degree of Doctor of Jurisprudence. A Practising Oakland Attorney. Member of the Piedmont Board of Education ten years. Legal aid advisor Berkeley Welfare Society. Member of Legal Status of Women, Oakland Forum and Member Business and Professional Women's Club, Oakland.

A Vote for Assessor

Harry G. Williams

Means

Efficiency
in Government

CLUB NOTES—*Continued.*

Now really, new members, 'fess up, how many of you came to the Sunday Tea? If you failed you missed "the chance of a lifetime" to get acquainted with a lot of club members and to meet out-of-town guests as well. Get the habit of coming to our weekly meetings, too, for you know the old story which is true nevertheless that one gets **out** of a club just in proportion to what he or she puts **into** it.

Mrs. Barndollar recently entertained guests who were on way home from the National Convention at Des Moines. And, also, Mrs. B. spoke to the subject of "Pioneering in the West" at a recent convention of the Mail Advertising Service Association International, receiving favorable comment in "The Post" for the humorous handling of her subject. And while on the subject of Gladys, she is now serving our local **Ad Club** as its secretary-treasurer. What more can be said?

A comforting word came over the phone last week from a club member who said: "My, we're glad you're back and that we shall have the Herald again. Missed it so in July, and we hope it may never take another vacation."

Why not try some such plan as is being adopted at most of the men's luncheons? It is this: numbered attendance slips are given out as the members enter the room and they are seated at corresponding numbers at table. Inseparable pals art thus rent asunder and all are forced to meet new faces and get new view points. Heavy fines are imposed for those who insist on exchanging numbers in order to be together. This **get-together-get-acquainted** plan might be adopted with profit in our club. Let's try it! Why not?

Candidates for office are now using Herald space for advertising at the rate of $1.00 or $1.25 per inch per issue. Requests for editorial comment is necessarily refused as the Herald must reflect our club tenet of being **non-political** as well as **non-sectarian** at all times.

However the fact that the Herald is chosen as an advertising medium by would-be office holders shows that those who seek office among us are not devoid of **good judgment.** For an **ad** in the **Herald** does pay.

San Leandro B. P. W. C. is to give a Fulton Theater Party on Tuesday night, August 24 and ask that all Oakland club members assist them if possible. A few tickets will be left at the secretary's desk — get them there. If you are a Fultonite plan to go the night in question. Tickets are **one dollar** with the usual credit to our neighbors. Lend a hand!

A slight error occurred last week when the Herald stated the next club dance would be in July. Of course AUGUST was meant and the date is the **13th** —the luckiest day ever. Mrs. Bergsma is not at all afraid but that there will be a record attendance. Every preparation is being made by her committee to entertain all who come. Remember the night, next Friday, August 13, the place our club auditorium, the best dancing floor in the city of Oakland.

NEW MEMBERS

Myrtel Kinnison
Emma B. Merani
Elsie G. Rae

JUNIORS

Martha Brennecke
Eleanor Brien
Ruth Florence Schwarz

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND CALIFORNIA

Volume Three | Oakland, California, August 16, 1926 | Number Thirty-fou

All our wants, beyond those which a very moderate income will supply, are purely imaginary.

ELECT
DISTRICT ATTORNEY

EARL WARREN

CANDIDATE
TO SUCCEED HIMSELF
at the PRIMARY ELECTION

LUNCHEON

Thursday August 19, 12:15 P. M.

The Plate—65 Cents.

Recitalist—HELEN MARGARET BERGSMA

Mrs. Bergsma will give one of her inimitable readings and there will be music and a right good time in general will prevail.

Do not miss this "homey" luncheon—and bring one of the new members with you. Ring Oakland 1470 at once.

Ten minutes of snappy community singing.

Will J. French will be our dinner speaker on August 26 relating his experience on a recent trip to Australia and New Zealand. His subject will be "Beneath a Southern Sun." Mr. French once served on the State Industrial Accident Commission.

ELECT
J. W. HAVENS
POLICE JUDGE

Justice *of the* Peace—City of Oakland

PRIMARY ELECTION, AUGUST 31, 1926

Miss Saylor's

Unusual Chocolates

Made in California

SOLD EVERYWHERE

BUSINESS WOMENS HERALD

Official Publication of the

BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

ZANNETTE W. POTTER
Founder and Editor

Clay at 14th Sts. Ph. Lakeside 6700

Issued every Monday in the interests of the Business and Professional Women's Club

1608 Webster Street
Phone Oakland 1470

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Laura E. Pinkston.....Vice-President
Olive Bledsoe.....Rec. Secretary
Florence Bussell.....Cor. Secretary
Alice Kirkland.....Treasurer
Flossie M. Warner.....Auditor

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Dr. Minora Kibbe.....Program
Anna Burr.....Publicity
Mary B. Guber.....Reception
Bird M. Wilson.....Revision
Carrie Hall, Z. W. Potter } Service Clubs Council
Josephine McClenegan.....Executive Secretary

THE PHILOMELS

will celebrate their return from vacation with a dinner to be given at the club house on Saturday evening, Aug. 21, at 6:15. A special musical program will take place and aside from several two-minute talks by Philomels there will be two guest speakers during the evening: Mrs. Frank L. Burckhalter, new club member, and Mrs. Adele Tupper, dean of women of the Armstrong College of Berkeley. Members are permitted to bring at least one guest for whom reservations should be made by Friday, August 20. Ring Oak. 1470.

BUSINESS AND PROFESSIONAL WOMEN

By Abe Martin.

When we look about an' see what a figure women are cuttin' in th' affairs o' th' country t'day we kin hardly realize how enslaved they wuz a few years ago. Mixin' in politics, smokin', sharin' alike with men in business, excellin' as circus performers, pickin' off an' chuckin' husbands at will, an' dressin' any way they please, women of affairs seem t' be here t' stay, an' even th' most optimistic must realize that they constitute a force that sooner or later must be reckoned with.

But women have allus been more or less silent partners o' men, we won't exactly say silent, but they've more often than not been th' power behind th' throne. They've made more self-made men than most any other agency, an' they've made more home-made "light wine" than all th' Hunyaks put t'gether.

Women have allus spurred loafers an' no accounts on t' better things. They've loaded husbands down with children an' made 'em hustle. They've had husbands arrested an' taught how t' live, an' they've been th' inspiration that has goaded many a bass singer int' amountin' t' somethin'. They've shoved men ahead p'litically an' they've helped clerks an' bookkeepers t' own ther own homes. They've put men's noses t' grindstones an' made good, quiet, ploddin' citizens of them. Women have allus been in business in a hidden sort o' way. O' course, they've busted up a lot o' men, but that's neither here nor there.

Women are, by fer, th' best bare back riders an' housekeepers, an' they've never been outclassed as snake charmers or milliners. Of all th' women delegates I've seen in late years not one wuz mussy, not one's hair wuz comin' down. They've been spunky an' businesslike an' monopolized th' elevators an' blocked th' aisles, but all seemed t' realize th' great responsibility reposed in them.

We've never knowed a woman t' be left with a lot of children that didn't git t' th' front an' put 'em all on a good payin' basis, an' we've never seen a husband that wuz left with a child or two that didn' suicide or marry agin in a week. Women are no longer looked on as agencies t' keep th' country's population in a flourishin' condition, but as keen competitors o' men in business, political an' social activities. Mrs. Pet Bentley has resigned from her husband but is still th' auditor o' th' Acme Cement Block Company.

—Compliments Indianapolis News.

ATTENTION

Exhibits of your business and professional activities are wanted at the State convention in Hollywood in September. Show the convention what you are doing.

Bessie Wood Gustason is chairman for our club. Phone her immediately. Lakeside 49.

—o—

PATRONIZE OUR ADVERTISERS—TELL THEM YOU SAW IT IN THE HERALD.

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AN IMPRESSION.

More than one guest at the "welcome home" dinner of August 5th was heard to say that they had a better understanding that evening of what the club meant than they had ever had before.

This was undoubtedly because of the clear and comprehensive reports of the National Convention made by our President, Ella Saylor, and Zannette Potter of our club, ably assisted by Miss Woodhall, Mrs. Penberthy, and Miss Leonard, our good friends from Berkeley and San Jose.

The musical program and Mrs. Irwin's songs were excellent. One of our juniors, Leila Marchus, accompanied Miss Irma Maroff in delightful whistling solos. And the jolly sailor girls, Mrs. Scarper and Miss Maroff, who gave Miss Saylor a pleasant thrill.

Dr. Kibbe, Mrs. Bakewell, and Mrs. Pinkston and everyone who helped to plan the evening may feel well repaid for their efforts.

—Hermine Kruger.

—o—

JUNIOR JOTTINGS.

JUNIOR MEETING Tuesday evening, August 17. There will be a short business meeting at 8 o'clock, but the event of the evening is to be a Surprise Social. Miss Bernice Smith is acting Chairman and we hope to return the surprise by having a pre-vacation attendance.

VIOLA VOCCA,
Secretary Junior Section.

* * *

Dr. L. Shields will talk on Siam and appear in a native costume at our next meeting, Tuesday, August 17th. Dr. Shields has lived in Siam and is able to give a most interesting talk.

* * *

Miss Thanet Mellick has left for New York for an indefinite stay. Miss Mellick has been a wonderful club worker and we will miss her.

* * *

Any Junior not receiving the Herald or having a change in address will please notify Laurie Thorne, 68 Garland Avenue, or call Glencourt 2491.

* * *

New members include Martha Brennecke, Eleanor Brian and Ruth Florence Schwartz.

AMONG OURSELVES.

Dr. Minora Kibbe and family are leaving for their summer home in Rio Nido. They will be gone three weeks or more.

Blithe, bonny, jolly Alice Burnell is back from a summer's trip to Alaska. Alice is a real vacationist and always picks out an interesting place to have a good time in. Just ask her about it.

Mary Campbell writes that she has a new verse to one of our songs to this effect:

"In Ohio you roast like a pig;
And the mosquitoes grow awfully big,
Oh, California, ain't she a wonderful state. YES."

In other words Mary will be glad to get back home again; it is so unbearably hot in the East. Come right along, Mary—any time.

WANTED

Lieutenants to call their names assigned to them each week. If unable to do so, notify Oakland 1470 so that a substitute lieutenant may be called on.

Rehearsals are now in progress for a stunt song and a prize song to be given in Hollywood in September. Come now, delegates, **team work** and **co-operation's** the thing. Rehearsal Monday night, Aug. 16, at Club House.

A very large and appreciative crowd greeted the returned delegates last Thursday evening. San Francisco, Richmond, Alameda, Berkeley, San Leandro were represented. This neighborliness is what makes our club life worth while.

And now comes Dora Cooley, the latest victim of hard wood floors. Dora has a broken arm and is at Fabiola where her sister, Mrs. Dockery, can look after her. Too bad, Dora, and do accept our sympathy and best wishes for an early recovery.

The delegates to Hollywood need Spanish accessories badly. So if any member has a comb or mantilla, or a shawl or some red roses or even a Spanish gown will you be good enough to lend same to some one of these who

Continued on page 4

J. W. CULVER
Candidate for Sheriff

Pledges himself
to co-operate with all
law enforcement agencies

endorsed by
Bessie Wood Gustason

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New Fashion Cleaners and Dyers
551 12th St. Oakland 6617
Opposite Athens Club
Repairing, Remodeling Call, Deliver

Beauty Parlor in your own Club House
Emilie J. Edmonds
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The Mid-Summer Shoe Sale is Here
Save You Considerable Money
August is the logical buying time. With the Summer Clearance Sale on, savings are greater than ever before. 3 Outstanding prices
$4.85 $5.85 $6.85
PARK SHOE CO.
475 - 14th St.
Bet. Broadway and Washington

A Vote for Assessor

Harry G. Williams

Means

Efficiency
in Government

HEAVE HO!

Here's for a long pull, a strong pull, and a pull all together, from now until the convention next July, when we entertain the National Federation, and the constant call to every club member will be. "Heave ho, my lassies, heave ho".

Past President Mary B. Guber has been appointed general chairman for the convention, and in conjunction with our President, Ella Saylor, will keep things humming. They make a fine team; trot in double harness without a break, and will set a speedy pace for all the rest of us. The Auditorium has been secured, and many other steps taken. Other committees will soon be appointed, and the entire membership of the club be organized for the most effective work.

It's a wonderful opportunity for us to give a tremendous boost for "our city Oakland" throughout the whole United States. Imagine several thousand business women coming here from every State in the Union, and being shown this wonderful bay region as we can show it, assisted by the capable and splendidly co-operating clubs in Berkeley and San Jose. Don't you think every one of our visitors is going back home with a longing, and a determination to come back again, and make her home here? Could there be better advertising of our city and its beautiful surroundings, and the opportunities in this northern section?

It is often said that "San Francisco knows how". Now it's up to us to show that **Oakland knows how.** —Contributed.

CLUB NOTES—*Continued.*

are going south. This courtesy would be greatly appreciated. Ring the club.

Mrs. Mattie Chandler, new mayor of Richmond, was a welcome speaker at our club during July. Also our various candidates were heard; these included Congressman Carter, District Attorney Earl Warren and Mrs. Saylor of Berkeley, our assemblywoman.

And do keep in mind Mrs. Kennedy's September card party. It is going to be a social event and will open up our Fall club calendar in grand style.

—o—

REPRESENTATION

at Hollywood State Convention September 2, 3, 4, '26, from our club will consist of the following:

State Bd. Director:
Zannette W. Potter,
Second Vice President.

President of Club:
Ella Saylor.

Delegates:
Esther Goodwin,
Mary B. Guber.
Carrie E. Hall.
Hermine Kruger
Jos. McClenegan.
Emma L. Stone.

—o—

TICKLISH

Mother: "Didn't I see you sitting on Jack's lap last night?"

Daughter: "Yes, mother, but I was following instructions."

Mother: "What do you mean?"

Daughter: "Well, you said if Jack got sentimental to sit on him."

—o—

The only time the average wife listens to what her husband has to say is when he talks in his sleep.

The man who makes his own flower bed usually has to lie about it.

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FLORISTS
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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND CALIFORNIA

Volume Three | Oakland, California, August 23, 1926 | Number Thirty-five

"Responsibilities are stepping stones. There are two kinds of people; those who seek responsibilities and those who sidestep them. The former grow stronger and more resourceful day by day, the latter weaker and more useless."

—Harry Culver.

CALIFORNIA STATE LIBRARY

ELECT
DISTRICT ATTORNEY

EARL WARREN

CANDIDATE
TO SUCCEED HIMSELF
at the PRIMARY ELECTION

DINNER

Thursday, August 26, 1926

6:15 P. M.

The Plate 85 Cents.

Speaker, MR. WILLIAM J. FRENCH

Subject: BENEATH A SOUTHERN SUN.

Mr. French has been a member of the State Industrial Accident Commission and is rated as a fascinating speaker. His subject will relate his experiences while traveling with Mrs. French thru Australia and New Zealand.

Give Mr. French a good crowd. Ring Oakland 1470.

There will be appropriate music.

ELECT
J. W. HAVENS
POLICE JUDGE

Justice *of the* Peace—City of Oakland

PRIMARY ELECTION, AUGUST 31, 1926

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Oakland California

Ella Andker Petersen
Joseph Carl Petersen

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Dr. Minora Kibbe.....Program
Anna Burr.....Publicity
Mary B. Guber.....Reception
Bird M. Wilson.....Revision
Carrie Hall, Z. W. Potter } Service Clubs Council

INTOXICATED WITH OPPORTUNITY.

Such is the condition of those who reside in Oakland and its environs. What an accusation coming as it did from the lips of HARRY CULVER last Thursday night! Guess it's pretty nearly true, is it not? That was a bold admission from one who hails from the southland to say about us east-bay folks. And if it is entirely true what are we going to do about it? Become more satisfied, more intoxicated with our beauties of climate and skyline, just continue to drink in more and more and do nothing at all with our tremendous possibilities and resources? No. Harry Culver said those words to make us think, to make us realize that our lives are drifting by and that we are not really doing all we can for our community and for ourselves here in this garden spot of the world. He meant that Nature had lavished scenery and products so plentifully here, that the comforts of life are obtained a little too easily, that we need to struggle more, to make the best of every single one of the opportunities that lie at our very door.

Any one who can make people think has not lived in vain and such can be said of Harry Culver. He not only thinks but he is a man of action. And above all he is generous. He was willing to give us the benefit of all he had learned in the business world—all of his struggles, his ambitions, his philosophy of work—were embodied in his speech the other night and it was a great speech for that reason. All who missed him are unfortunate.

God bless you, **Harry Culver**, for making us think!

MISQUOTED

Mrs. McClenegan thru the Herald wishes to state that she was unjustly quoted in the press recently with regard to the recent club theft of our beautiful floor lamp in the lower hall and the large mirror in the foyer—both of which disappeared last week at the time the Juniors were having their meetings in the Garden Room. The editor of one paper in question has promised to retract the statement made which was to the effect that a club member was suspected of the theft. Mrs. McClenegan had no thought of making such a ridiculous statement.

However, here's hoping we find the villain!

—o—

Mrs. Rossiter is another one of our wanderers who has returned after an European trip covering several months. Mrs. Rossiter visited Egypt, southern Europe and stopped for awhile in London.

ATTENTION

It is lovely to see a large attendance such as we had last Thursday BUT it is regrettable not to have the proper service and food for all who come. The **permanent** list has not been very satisfactory because of so many changes making a new one necessary. Any one wishing to make a permanent reservation please phone Oakland 1470. Any suggestion that will help to facilitate this matter of reservations will be most acceptable. Lieutenants will be furnished with revised lists soon, so that the permanent ones will not need to be solicitated. However, if your name is on this list and you do not cancel your reservation it is only fair that the price of the dinner or luncheon be charged to your club account.

—o—

Anne Ryan, too, is away with Chicago as her main point of vantage.

RE-ELECT

Eugene W. Roland

Incumbent

ASSEMBLYMAN

37th District

ABLE EXPERIENCED

THE VOICE OF THE VOICELESS.

By Ella Wheeler Wilcox.

Poet Laureate of Humanity

I am the voice of the voiceless;
Through me, the dumb shall speak;
Till the deaf world's ear be made to hear
The cry of the wordless weak.
From street, from cage and from kennel,
From jungle and stall, the wail
Of my tortured kin proclaims the sin
Of the might against the frail.

For love is the true religion,
And love is the law sublime;
And all that is wrought, where love is not,
Will die at the touch of time.
Oh shame on the mothers of mortals
Who have not stopped to teach
Of the sorrow that lies in dear, dumb eyes
The sorrow that has no speech,

Oh never a brute in the forest,
And never a snake in the fen,
Or ravening bird, starvation stirred,
Has hunted his prey like men.
For hunger, and fear, and passion
Alone drive beasts to slay,
But wonderful man, the crown of the Plan,
Tortures, and kills, FOR PLAY.

The same force formed the sparrow
That fashioned Man, the King;
The God of the Whole gave a spark of soul
To each furred and feathered thing,
And I am my brother's keeper,
And I will fight his fight,
And speak the word for beast and bird,
Till the world shall set things right.

J. W. CULVER

Candidate for Sheriff

Pledges himself to co-operate with all law enforcement agencies

endorsed by

Bessie Wood Gustason

JUNIOR JOTTINGS

Viola Bocca, secretary of the Juniors, says: "Don't miss the next Junior meeting on September 7 when the revision of the by-laws will come up for discussion. President Bakewell announces this as one of the most important meetings of the year and desires to have a full attendance."

* * *

Last meeting was most interesting when Dr. Shields talked on her life in Siam some thirty years ago. Interesting articles and pictures were displayed and several unique costumes were donned by the Juniors.

* * *

The senior club president, Miss Saylor, was also present at this meeting.

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FREE CITY MAP

VOTE FOR **Mrs. Harriet A. Haas**

Attorney at Law School Director

Candidate for ASSEMBLY, 37th District

A Vote for Mrs. Haas is a Vote for Honesty, Efficiency and Intelligence in the important business of making Laws.

A Graduate of the University of California with a degree of Doctor of Jurisprudence. A Practising Oakland Attorney. Member of the Piedmont Board of Education ten years. Legal aid advisor Berkeley Welfare Society. Member of Legal Status of Women, Oakland Forum and Member Business and Professional Women's Club, Oakland.

MAY BUNKER espouses the candidacy of

BURTON FITTS

Republican for

LIEUTENANT GOVERNOR

He Has a Record of Real Service

AMONG OURSELVES.

Alice Zwillinger writes from Perry-Mansfield Camp, way up in the mountains of Colorado where she is busy "up to her eyes" in summer school work along her chosen line of dancing. Says when she comes home she will build a little theater in order to put into practice all she is learning about stage settings, lights, designs, etc. Works some ten hours a day which is nothing new for Alice.

—o—

How did you like JUNIOR JOTTINGS which made its bow in last week's Herald? Hope the Juniors appreciated a department devoted especially to them.

—o—

Mrs. Kennedy is hard at work on her Whist Party which will take place in our auditorium Friday night, September 17. Plan to assemble a party of friends—you will be permitted to stay at your own tables; it is not progressive, and there will be prizes galore. Mrs. Kennedy has made over forty of them herself, just the loveliest and daintiest table covers and the like! One club member has invited enough guests to fill the lounge space—think of it! Time will come when all seats will be sold—better hurry—the price is only 50 cents. It will be a social event.

—o—

Dr. Kibbe sports a short, curly top—and readily paid her fine the other night. Becoming, too!

—o—

Read the poem—every word of it—that appears in the Herald this week—then think of Wrangel and other dumb friends.

—o—

Miss Ruth Gibson is north on her vacation sojourning at the Multonah in Portland, Oregon. Have a good rest, Ruth.

Remember the San Leandro Club party is Tuesday night, August 24, at the Fulton. The play is SHOW OFF and is said to be one of the very best on the boards. The price is $1.00 as usual. Find tickets at the desk or phone Mrs. Daska, San Leandro 431.

—o—

Mrs. Pinkston gleaned a number of **Culverisms** on the night the learned gentleman spoke to us. You will see them from time to time on the first page of the Herald. They are worthy of that location—don't fail to read them.

—o—

Good News! Jeannette Saunders is now able to see her friends and will be glad to have club friends call on her any time perferably by appointment. As Mrs. Saunders goes for a ride almost every evening, it will be best to phone her at or near the dinner hour. Ring Berk. 8796-W. Her address is 2959 Linden; go out College, turn to right at Webster St. In another month or so we may see Mrs. Saunders at the club sometime. Hasten the day!

* * *

"JUST LIKE A WOMAN"

No longer does this epithet apply to women drivers. Listen:

Recently in Denver a driving contest was held under the supervision of the police. Over 200 women entered the qualification run, 69 of whom qualified for the finals with one girl of 17 scoring as a perfect driver with 100% to her credit. The finalists were given prizes of $100.00, $50.00 and $25.00. The test was made thru heavy traffic and thru difficult courses laid out between rows of ten pins. A standard firm furnished all the machines.

How many women in our club would qualify in such a contest? Don't all speak at once.

A Vote for Assessor

Harry G. Williams

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND CALIFORNIA

Volume Three | Oakland, California, August 30, 1926 | Number Thirty-six

"Have just a little imagination. Do just a little dreaming. If you want a million think a million, not eight-hundred thousand."—Another Culverism.

ELECT
DISTRICT ATTORNEY

EARL WARREN

CANDIDATE
TO SUCCEED HIMSELF
at the PRIMARY ELECTION

LUNCHEON

Thursday, September 2, 1926

12:15 Sharp

This is an important meeting—don't fail to come—there may be surprise features to the program.

The price 65 cents.

Make reservations at once.

No Meeting on Thursday, September 9.
ADMISSION DAY—A HOLIDAY.

Dr. C. H. Brougher will be the speaker for the club dinner on September 16, with Ruth Hall Crandall, soloist.

On September 30 the PHILOMELS will have charge of the dinner program when an exceptional musical program will be rendered.

ELECT
J. W. HAVENS
POLICE JUDGE

Justice *of the* Peace—City of Oakland

PRIMARY ELECTION, AUGUST 31, 1926

Miss Saylor's

Unusual Chocolates

Made in California
SOLD EVERYWHERE

BUSINESS WOMENS HERALD

Official Publication of the

BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

ZANNETTE W. POTTER
Founder and Editor

Clay at 14th Sts. Ph. Lakeside 6700

Issued every Monday in the interests of the Business and Professional Women's Club

1608 Webster Street
Phone Oakland 1470

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Laura E. Pinkston.....Vice-President
Olive Bledsoe.....Rec. Secretary
Florence Bussell.....Cor. Secretary
Alice Kirkland.....Treasurer
Flossie M. Warner.....Auditor

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Suzanne M. Chalmers
Victoria Escoffier
Mary Belle Guber
Ida W. Havlin
Maud E. Petersen
Josephine McClenegan, Executive Secretary

THE HERALD STAFF

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Bird M. Wilson.....Asst. Editor
Laura E. Pinkston { Business Manager and Advertising

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Mabel Kuss.....Hospitality
Jos. McClenegan.....House
Zannette W. Potter.....Music
Isabel W. Dingwall.....Membership
Dr. Minora Kibbe.....Program
Anna Burr.....Publicity
Mary B. Guber.....Reception
Bird M. Wilson.....Revision
Carrie Hall, Z. W. Potter } ..... { Service Clubs Council

RE-ELECT

Eugene W. Roland

Incumbent

ASSEMBLYMAN

37th District

ABLE EXPERIENCED

HOLLYWOOD CONVENTION PROGRAM EVENTS

The seventh annual convention of the State Federation Business ad Professional Women's Clubs of California, Inc., will be called to order by Z. Clements, president, promptly at 10:30. Saturday morning, September 2, in the Chamber of Commerce Building, Sunset Boulevard, Hollywood, California. Addres of welcome by Mayor Cryer of Los Angeles. Then will come the big vocational luncheon with **Mr. Bush** of the Hollywood Chamber of Commerce, speaker. At one o'clock motion pictures of convention taken followed by program including address by **John McGroarty** on **California's First Business Men.** In the evening the club stunts take place with Spanish costumes, music, etc., and **Charles F. Lummis,** main speaker of evening. Friday's program includes a breakfast at Athletic Club and a drive to the moving picture studio, and the press luncheon at one with **Alma Whitaker** of Los Angeles Times, speaker. That afternoon **Harry Culver** speaks on **Community Spirit** and reports of economic, publicity, finance and membership chairmen. Evening's program besides Exit's Dinner, and musical prograw will be an illustrated lecture by **Woodbridge Metcalf** on **Our Forests.** Saturday will feature election of officers and an address by **Wm. L. Treager,** sheriff of Los Angeles on **Crime and Its Problems.** Musical luncheon at 12:30 when cup will be awarded to winner of song contest. Afternoon session will include a speech on **Uncle Sam's Wife** by **Dr. Florence M. Morse** from Department of Commerce, Washington, D. C. The Velada hostess club will conduct the banquet exercises on Saturday night with prominent guests of honor present and extensive program carried thru including presentation of new officers. This convention will give attention to and entertainment for husbands and husbands-to-be. Discussion of the National Federation takes place on the program at 4:30, Saturday, September 4.

ANENT THE NATIONAL

In her speech of acceptance of the Presidency of the B. and P. Women's Club of Thomasville, Georgia, Miss Mamie Merrill said in part: "Let us take occasion to renew our allegiance to the National Federation which has done more in its brief existence for the recognition and prestige of business women than all other influences combined. It has established headquarters in New York, founded a magazine and organized clubs in every state in the union, with other clubs in Canada, China, Buenos Ayres and Switzerland making us international with all these foreign clubs looking to us here in America for guidance and inspiration. The BPWC stand for higher educational qualifications, better health standards and ideas of thrift and a more intelligent citizenship."

CLUB DEFINITION

The real club member is one who is good enough to be decent and bad enough to be human, who works enough to be useful and plays enough to be happy. In other words, a true blue, real, human, everyday American citizen, who, without frills and without ostentation pursues the even tenor on her way, trying to make the world a little better place to live in, seeking to aid those about her, endeavoring to do her full duty to society and to her fellow man in everything that comes to her to do, seeing the doughnut and not the hole, thinking well of her fellow man until compelled to do otherwise, having full faults and knowing that she has them, fighting for the right and against the wrong, faithful to every trust, loving her God and her country, and faithful to each even unto death.

AMONG OURSELVES

Out of five prizes offered for professional exhibits at the Dahlia Show, of course, our Edna F. M. Spencer won four.

—

Again we are reminding you of Mrs. Kennedy's Bridge Party to take place in the club house on Friday night, September 17. Don't miss it! The tickets only 50 cents and there are prizes for every table, too.

—

Our representatives are off to Hollywood—they include May Bunker, Mrs. McClenegan, Z. W. Potter, Mrs. Guber, Mrs. Goodwin, Carrie Hall, Mrs. Stone, and others.

—

Many club members attended the San Leandro theater party at the Fulton last Tuesday night. It was a success with over $80.00 accruing to the sister club.

—

Remember, Juniors, your business meeting on Tuesday night, August 31, at the club. Your president and secretary are most anxious to have a full attendance. No JUNIOR JOTTINGS this week.

—o—

NEW MEMBERS

Mrs. Maude Asher, 2817 Ellsworth Street, Berkeley.

Miss Kathryn M. Northrup, Hotel Jackson, Oakland.

Ain't It Fine Today?

Sure, this world is full of troubles—
I ain't said it ain't,
Lord, I've had enough and double
Reason for complaint;
Rain and storm have come to fret me
Skies are often gray;
Thrones and brambles have beset me
On the road—but say!
Ain't it fine today?

What's the use of always weepin'
Making trouble last?
What's the use of always keepin'
Thinkin' of the past?
Each must have his tribulation
Water with his wine;
Life, ain't no celebration,
Trouble—I've had mine—
But today is fine.

—James Whitcomb Riley.

—o—

A lady writing a letter suddenly became aware that a young man was reading it over her shoulder. Without looking up she wrote on: "I have much more to say to you, but there is a young man behind me who is reading everything I write."

Instantly the young man straightened up, "I beg your pardon, madam," he exclaimed indignantly, "You are mistaken. I have read nothing."

—o—

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Candidate for Sheriff

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VOTE FOR **Mrs. Harriet A. Haas**

Attorney at Law School Director

Candidate for ASSEMBLY, 37th District

A Vote for Mrs. Haas is a Vote for Honesty, Efficiency and Intelligence in the important business of making Laws.

A Graduate of the University of California with a degree of Doctor of Jurisprudence. A Practising Oakland Attorney. Member of the Piedmont Board of Education ten years. Legal aid advisor Berkeley Welfare Society. Member of Legal Status of Women, Oakland Forum and Member Business and Professional Women's Club, Oakland.

TICKLISH

Ruth came home from her first visit to Sunday-school eating a bar of chocolate.

"Why, Ruth, where did you get the chocolate?" asked her mother.

"I bought it with the nickel you gave me," she said. "The minister met me at the door and got me in for nothing."

—o—

Wife: "Why do you go to the front door when I sing? Don't you like to hear me?"

Husband: "It isn't that. I don't want the neighbors to think I'm hitting you, so I let them see me."

—o—

Rastus: "Ah done hear yo' stayed in de haunted house last night. What happened?"

Sambo: "'Bout two o'clock Ah woke up an' a ghost come frew de side wall jes' as if de wall wasn't dere."

Rastus: "An' what did yo' do?"

Sambo: "Boy, Ah went frew de other side wall de same way."

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"Waiter, this steak is terribly tough."

"Sir, we are not responsible for the morals of our food."

—o—

Slang is fruitful. For instance a peach had a date with a prune and when she handed him a lemon he went plum crazy.

—o—

Maid: "There's a delivery boy at the front door with a package marked C. O. D."

New Bride: "Tell him to take it right back. I ordered salmon."

—o—

Stranger (at gate): "Is your mother at home?"

Youngster: "Say, do you suppose I am mowing this back yard because the grass is long?"

—o—

"Did your wife say anything before she died?"

"Oh, yes, she talked uninterruptedly for fifty years."

—o—

What is the greatest universal time saver?

Love at first sight.

—o—

All a young man can do about matrimony is to pray that the right woman will pick him out.

—o—

"The nerve of that conductor. He glared at me as if I hadn't my fare."

"And what did you do?"

"I glared right back as if I had."

—o—

Eloping bride: "Here's a telegram from father!"

Bridegroom: "What did the old chap say?"

Bride: "Do not come home and all will be forgiven."

—o—

"Yes, you ought to walk to the office every morning," said one of our club doctors.

Club member: "You think that will restore me to health?"

Doctor: "It will if you don't get run over."

—o—

A Blanket
A Ford
A Kettle
Or Two
Nowhere to Go
And Nothing to Do
That's a Tourist.

A Vote for Assessor

Harry G. Williams

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND CALIFORNIA

Volume Three | Oakland, California, September 6, 1926 | Number Thirty-seven

Chinese proverb: "Do not overdress your body and undress your mind."

PROGRAM

Next Thursday being a holiday, there will be no meeting of the Club.

On September 16th there will be a Luncheon, at 12:15, welcoming the returning delegates from Hollywood, and enjoying their reports.

Dr. Brougher is obliged to postpone his coming to us for a short time; announcement of the new date will be made later.

—o—

TREASURE.

The only gold I crave to hold
Is a Western sunset's gold.
I ask this silver as a boon,
The silver of a Western moon.
The only gems I wish for are
The jewels of many a Western star.
He's rich whom life has given to hold
Our Western silver, gems and gold.

Mary Carolyn Davies.

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Oakland California

Ella Andker Petersen

Joseph Carl Petersen

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Isabel W. Dingwall.....Membership
Dr. Minora Kibbe.....Program
Anna Burr.....Publicity
Mary B. Guber.....Reception
Bird M. Wilson.....Revision
Carrie Hall, Z. W. Potter } ..... { Service Clubs Council

In Sympathy. Our hearts are saddened by the news of the passing on of the mother of our club member, Louise Booth. While few of us knew the mother, in knowing Louise we know how fine and splendid a woman she was. Our deepest sympathy is extended.

ADMISSION DAY.

Not all of us are "Native Daughters" of this beloved State, but certainly all of us are "adopted daughters", and therefore entitled to the full heritage of riches it has to bestow, and giving in return full appreciation of our heritage.

And a great part of that heritage is because the State did become one of the great United States, and has since shared in the benefits from such an association; Stable government; the highest citizenship, inter-communication; deeper democracy; broader education; and with all that, the special privileges which have been ours through the lavish hand of the Creator in forming this wonderland, inspiring us to loftier ambitions, enlarging our vision in the great, uncrowded spaces, giving us room to grow, bodily, mentally, and spiritually.

Therefore, let us rejoice in Admision Day, and recall again the joys, the privileges, and the opportunities it brought, and which still exist for us.

DORA B. COOLEY
Shorthand Reporter
Notary
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ANNOUNCEMENTS

The regular monthly dance will be given next Friday evening, September 10th with Alice Burnell in charge, and a corps of jolly assistants. Good music; good company; good time generally. Everybody come.

Have you reserved your tables for the Card Party, Friday evening, September 17th? They're going fast. Mrs. Kennedy wishes to know how many prizes to prepare, so send your name in NOW. Phone the Club Rooms, or Mrs. Carrie P. Kennedy, Oakland 847.

Book Review Section will meet on Saturday, September 18th, at 1:30 P.M. Note the change in the hour. It is now immediately after lunch, so there is no wasted time.

CONVENTION BROADCASTS

The National officers have requested the third week in July as date for convention, and General Chairman Mary B. Guber has secured the Auditorium for the week of July 18th, 1927. She has also arranged for official headquarters at Hotel Oakland, for the National officers. So "We're off", for the convention.

The following chairmen and vice-chairmen have been appointed by Mrs. Guber, as a part of the working committees for the convention. Other appointments will follow a little later, and every member of the club is expected to work on some one or more committees. If you have any preference for any special line of work, please indicate it to Mrs. Guber; otherwise, work where you are appointed and do your best.

Program Committee, Bessie Wood Gustason and Josephine Swan White.

Entertainment, Dr. Lillian Shields and Beth McDonald of Berkeley.

Publicity, Bird M. Wilson and Dora B. Cooley.

Transportation, Gladys Barndollar and Helena M. Gamble.

Decoration, Maude Peterson and Mabel Brooks.

Reception, Ella Saylor.

Hospitality, Mabel Saylor Peterson and Hermine Kruger.

Registration, Addie M. Jessen.

Finance, Edith Bakewell and Flossie M. Warner.

Favors and Souvenirs, Suzanne M. Chalmers and Elizabeth Clow.

Greetings, Grace Maurer, Esther Goodwin, and the Juniors.

Standards and Badges, Bessie G. Whittaker and Jane G. Bragdon.

Information Bureau, Alice Burnell.

Everybody get busy and learn the words to "West, West, West in California", so we can make the woods ring with it at the convention.

One of the former Directors of the National, and Regional Director for the Northwestern District, Mrs. E. J. Dockery, of Boise, Idaho, was a luncheon guest of Gladys Barndollar as she hurried through this region last week, and expressed the greatest enthusiasm for the convention in Oakland next year, assuring Mrs. B. of the co-operation of the women of Idaho, and rejoicing that the Oakland Club had succeeded in bringing it here.

From Portland, Oregon, come congratulations and offers of asistance from Adelia Prichard, National President a year ago, as well as from Josephine Forney of the same city, recently Publicity Chairman for the National. Isn't it fine?

The Peoples Finance & Thrift Co.
596 Fifteenth St. Lakeside 2651
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MEMBERS TAKE NOTICE

The Herald management is endeavoring to save $6.00 per week in postage. This can be done just as soon as your dues are paid. Your bills for dues from Sept. 1st to March 1st state that the Herald at $1.00 per year is included. As soon as these are paid the postal authorities can grant 2nd class mailing rates.

Please attend to this before October 1st.

L. E. Pinkston,
Business Mgr.

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FRANCES E. REIFF, Mgr.
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CLUB NOTES

An event of note in our family, a baby daughter born to our member, Mrs. Geraldine Hall. The Club will enjoy having some "Club Babies", as well as "Club Husbands."

Jeannette Saunders is convalescing at home, and steadily improving, so much so that she can now receive callers, and chat over the telephone. Her number is Berkeley 8769-W.

Very glad to report Dr Pauline Nusbaumer is on the up grade also, from a recent illness.

Claudine Detoy is just from vacation, looking as fresh and radiant as our morning-glories in the roof garden.

In Sunset magazine for September Barrington's latest book, "The Exquisite Perdita" is reviewed. The Book Review section had the pleasure of a review of the same book in August, by Mrs. Whittaker, "Are we up to date?" "I'll say we are."

Good news from two of our members who have been on the sick list, Corinne Johnson, and Lena Steeves. May you soon be entirely well, and with us at the meetings.

Mrs. M. B. Graham and her daughter are spending a couple of weeks at Clear Lake, in Dr. McGilvery's cosy cottage there.

The charms of Redwood Canyon have won Victoria Escoffier, and she is now a regular "week-ender" at a bird's nest of a cabin tucked away high up among the trees. How about a Club housewarming for her?

Among the "good things" to be anticipated is a recital in our auditorium in October, by Rudolphine Radil, prima donna soprana, and Josephine Swan White, both distinguished women our club members. Save the date, October 18th.

Dr. McGilvery is taking a late vacation, to enjoy the cooler autumn weather at her home on Clear Lake.

JUNIOR JOTTINGS

Secret's out! Miss Agnes Murtagh has just announced her engagement to Mr. Cecil Gartrell. Congratulations are in order.

Dan Cupid surely is kept busy with our Juniors.

Meeting, Tuesday, Sept. 7th.

NEWS ITEMS

How would you like to raise game birds as an occupation? A woman in Washington is finding it very profitable, hatching out hundreds of game birds a year for stocking the parks of the State. And with that comes the propagation of flies, the fly larvae being the best food she can find for the baby birds. Oakland hills would furnish an excellent site for such a vocation.

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Three | Oakland, California, September 13, 1926 | Number Thirty-eight

If we could but overlook the faults of others as easily as we do our own—well, what a different world this would be.

Anonymous.

LUNCHEON

SEPTEMBER 16, 1926, 12:15 SHARP

DELEGATES' DAY

The following are expected to report on the recent HOLLYWOOD CONVENTION:

Anna Burr, Jessie Eckles, Esther Goodwin, Mary B. Guber, Carrie Hall, Grace Maurer, Zannette Potter and Mrs. Stone.

Get your reservation in soon—each speaker should have a valuable contribution on the recent state convention as no one can attend any convention and not get value from it. Hollywood gave much to its visitors and their talks will surely interest you.

The Plate—65 Cents

The PHILOMELS will have charge of the dinner program on September 30 and a musical feast has been prepared. The Internaional Quartette, Ruth Hall Crandall, popular contralto and Miss Cleo Peterson, lyric soprano of Berkeley will also sing. Instrumental music also.

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BUSINESS WOMENS HERALD

Official Publication of the

BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

ZANNETTE W. POTTER
Founder and Editor

Clay at 14th Sts. Ph. Lakeside 6700

Issued every Monday in the interests of the Business and Professional Women's Club

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Phone Oakland 1470

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Laura E. Pinkston.....Vice-President
Olive Bledsoe.....Rec. Secretary
Florence Bussell.....Cor. Secretary
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Carrie Hall, Z. W. Potter } ..... { Service Clubs Council

PHILOMELS

please note that our first social evening of the season will take place at the home ofMrs. Angel, 2964 Magnolia Ave., Berkeley, on Friday evening, September 24, with dinner served at 6:30 sharp. Besides assuring every member a royal good time there will be a short rehearsal for the following Thursday night when the PHILOMELS sponsor the dinner program of the club and at which time Dr. Brougher will be the speaker.

Kindly ring Grace Maurer, chairman of arrangements. Oak. 1224 if you shall be unable to attend.

NATIONAL CONVENTION BROADCASTINGS

Hurrah for Missouri! The very first request for hotel reservations next July comes from the State that wants "to be shown", in a letter from Polly Matlock, asking for reservations for 60. At that rate a few more hotels will need to be built in Oakland to accommodate the delegations.

Mrs. Hanson, from the Medford, Oregon club, was a visitor at last Thursday's meeting. She was a member of the club in Portland, Maine, last year, at the time of the convention there, and has become so filled with the convention spirit that she says the Medford club hopes to come 100 per cent strong, and asks, "What can we do to help"? Doesn't it give you a thrill?

For the benefit of those who did not attend the business meeting of the 2d instant, I will report the proceedings in considerable detail.

In the absence of Mrs. Guber, General Convention Chairman, at the State Federation Convention at Hollywood, Dr. Shields made a statement regarding the financing of the National Convention. She reported that considerable financial assistance had been assured us from the City Council and the County Supervisors, but this would not be available before the time of the convention; likewise, another source of income, fifty per cent of the registration fees at the convention, would not be at our disposal until then. In the meantime, telegrams are required to be sent, much printing must be done, thousands of letters written with postage to be paid, and various other interim expenses to be met.

Letters were read from President of other States where conventions had been held, telling how they had raised the funds. In Portland, Oregon, the expenses were about $7000, covered by a **donation** from each club member in the State of $5; also by donations of $1.50 a member from Idaho, and of $1 a member from the State of Washington. This, with registration fees and a small percentage on price of meals at banquets, provided them with necessary amount.

In Portland, Maine, the members of the Portland club assessed themselves $3 each; those club in Maine outside of Portland, $2 each; and the New England States outside of Maine assisted as hostesses, contributing $1 a member.

In Maine a very handsome sum was realized by advertising in a souvenir program. The Oregon program was without advertising.

While the National organization pays the traveling expenses of its staff, we, as the hostess club, are expected to provide at our expense hotel accommodations for the President, Executive Secretary, Editor of Independent Woman, and National speakers for convention; also, rooms for headquarters, and of course auditoriums for meetings of convention, decorations, etc. In Oregon, decorations alone were $1500; special entertainment, $1500; housing, $1000; programs, $400 (much of this was donated); badges and standards, $450; publicity, $700 (this is very low).

After making this report, the question arose, How shall we meet the current expenses preceding convention? Dr. Shields moved that the following, in the way of a voluntary subscription, be circulated among our members:

"The undersigned hereby subscribes to the Convention Fund the sum of Five Dollars per member to be paid by November 1, 1926, or not later than April 1, 1927. This Convention Fund to be handled by the Chairman of Finance Committee, subject to the order of the General Chairman with the approval of an advisory committee."

Discussion followed showing a very decided leaning toward making it an assessment instead of a voluntary contribution. Eloise Cushing, Helena Gamble, Alice Burnell, Bessie Wood Gustason, and Bird M. Wilson spoke in favor of the assessment, voicing the opinions that the amount would not be a hardship upon any member to pay between now and April, and was indeed a small amount to pay, considering it from either the standpoint of the personal pleasure derived from the convention, or as a contribution to "Our City Oakland", in bringing eight or ten thousand women here from all parts of the Union, and showing them this city and adjacent region as we can so well show it. That's boosting, with a big "B", for each woman will go back home and report our wonderful city to hundreds more.

Mrs. Gustason then moved an amendment to the motion, that the club members assess themselves $5 each, to be paid within the time stated. It was unanimously and enthusiastically carried, and $80 was paid in at that meeting, Mrs. Irwin offering the first five dollars.

Now, that's the way we're going to go right through with this convention, unhesitatingly, and enthusiastically. Our committees will carefully watch the expenditures that no

(Continued on next page)

Continued from page 2

extravagance occurs, but we want to make as good a showing, certainly, as the other clubs have done and give our visitors a welcome worthy of Oakland and California.

So send in your contribution, girls, all or a portion now, as convenient. The publicity work must begin right away with the clubs in other States, and we can't get credit from Uncle Sam for postage.

Bird M. Wilson.

—o—

AMONG OURSELVES

Victoria Escoffier is slowly recovering from a distressing automobile accident.

Mary Campbell's face is now turned toward home, she says, and after a short stop in Denver we will see Mary safely ensconsed in our midst never to roam again — at least East in summer time.

Mrs. Bledsoe is up in Trinity County on vacation.

This is to remind you finally of Mrs. Kennedy's card party next Friday night, September 17. You may be able to secure a ticket if you act quickly, but they are about gone. This will be one of the club treats of the season to be held in our own club building at 8 o'clock.

Door prize and prizes for every table. The club will use the money for some furnishings which we need badly before convention visitors come next summer.

Mrs. Moran has just returned from conducting another tour through western Europe, and says it was the jolliest party ever.

Mrs. Lulu Boyd Stephens, formerly president of the Pasadena club, was a recent visitor. She is coming to Oakland to make her home very soon, and of course will affiliate with our club.

A very nice gift came from our member, Miss Moses to the club library, consisting of the Century Dictionary, a set of volumes entitled "Natural Resources", and several volumes of fiction, and will be much appreciated for handy reference.

Many Philomels are planning to attend the opera in San Francisco.

HOLLYWOOD CONVENTION NOTES

A small but enthusiastic attendance featured the seventh annual convention of the State Federation Business and Professional Women's Clubs convening at Hollywood, September 2, 3 and 4.

The Velada Club of Hollywood was the most active hostess club-doing themselves proud from every angle of entertainment. They are a live group of good-looking business girls who know how to "put things over". They succeeded and then some.

The weather was delightful—just a little warm at noontime but balmy and sweet for the most part — in other words, IDEAL.

The eats—we, who like things hot, had our tastes satisfied for once. Never have we seen luncheons so well served and so delicious.

The Visalia girls won "The Singing Cup"—a gift of the Community Chorus of Hollywood—a beautiful silver trophy—worthy of the event and the girls who won it. Their song was a bright little one-part parody called "Pep". Congratulations, and may they hold the prize the necessary three years when the cup shall be theirs forever.

This does not mean that our bunch did not sing well. They did, and in two and three parts, too,—the only group who did any part singing of any kind and the song was a beautiful ballad called **Drifting Down to Dixie** by Carey.

The program of events was good but too long, therefore crowded and rushed at times. All conventions seem to run like that—never time for all that is scheduled. When will we learn?

Continued on page 4

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Bet. Broadway and Washington

Continued from page 3

Perhaps one of the very best talks of the convention was given by Wm. L. Treager, sheriff of Los Angeles County who spoke of "Crime and Its Problems". Way above the average and much enjoyed.

Florence Stall of San Jose made the one telling talk anent the National on Saturday afternoon at the close of the session.

Thrills included a visit to the motion picture studios, an elaborate tea served at a member's beautiful home, ride thru Beverly Hills, trip to Hollywood Bowl, Spanish evening at Burbank, and what-not—each according to her particular taste.

Mary Guber, Carrie Hall, Mrs. Stone, Grace Maurer, Esther Goodwin, Jessie Eckles, Anne Burr and Z. W. Potter comprised the Oakland delegation.

Margaret Yale, of Burbank was elected president of the federation for the ensuing year with Zannette Potter first vice president and Grace Bull of Modesto second vice president, The remaining 31 officers and members of the board of directors are scattered equitably thruout the state of California.

At the first board meeting held Sunday morning following the convention San Francisco was chosen as the next meeting place for the state convention of 1927.

Nevertheless conventions manufacture cooperation in wholesale quantities and she who missed this convention missed making more and lasting friends, lost new business for herself and sacrificed a lot of honest-to-goodness fun.

BOOK REVIEW

Section meets
Saturday Afternoon, Sept. 18
1:30 O'clock

Book Review—Hermine Kruger
Current Events — Jessie Eckles
Poems—Dora Cooley

NOTICE

Anna Burr, chairman of candy committee, for the Whist Party on Saturday night, September 17 is asking for volunteer candy makers who will furnish home-made candy for the occasion.

Ring Miss Burr evenings, Oakland 7208, if you can help. All candy must be brought to the club on Thursday 16 of Sept. so that it can be sacked and made ready.

Help Anna out. Ring her now.

HOW OLD ARE YOU?

Age is a quality of mind.
If you have left your dreams behind,
If hope is cold,
If you no longer look ahead,
If your ambition's fires are dead,
Then you are old.

"I wish I wuz a little rock,
A-sittin' on a hill;
Doin' noth' all day long
But just a-sittin' still;
I wouldn't walk, I wouldn't talk
I wouldn't even wash;
I'd just sit still ten thousand years,
An' rest myself, B' Gosh!"

PASS IT ON

"When a bit o' sunshine hits ye
After passing of a cloud,
When a fit of laughter gits ye
An' yer spine is feelin' proud,
Don't forget to up and fling it
At a soul that's feelin' blue,
For the minnit that ye sling it
It's a boomerang to you."

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Three | Oakland, California, September 20, 1926 | Number Thirty-nine

But Joy shall have her way this very day. T. B. Aldrich.

The man is the happiest who has the most interesting things to think about. —Timothy Dwight.

The Gray Shop

Oakland Berkeley Long Beach

Announces

A Fashion Show for Business *and* Professional Women at the regular Club Dinner

Thursday, Sept. 23rd

COATS : GOWNS
MILLINERY

DINNER

THURSDAY NIGHT, SEPTEMBER 23, 1926
6:15 p. m.
The Plate $1.00

FASHION SHOW

Thru the courtesy of THE GRAY SHOP a brilliant fashion show is scheduled as the unusual attraction for this club dinner. Mrs. Kennedy who is a club member will have six to eight models who will show the latest feminine togs to the delight of those present. The display will be a sensation.

There will be music a-plent, both instrumental and vocal and it is obvious that early reservations should be forthcoming at once. Do not fail to ring Oak. 1470 NOW for reservations will be hard to secure if one delays at this time. Why not entertain guests that evening and have a table all to yourself?

Alice Burnell will preside. Also there will be a ten-minute talk by Miss Virginia McMechan, field representative of the Travelers' Aid Society of New York.

Come early on this night. The models begin their dress parade early.

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Carrie Hall, Z. W. Potter ..... { Service Clubs Council

JUNIOR JOTTINGS

We hope every one is planning to be at the Junior Meeting Tuesday evening, Sept. 21. An interesting program is prom-

BRIDGE-BY HOUSE WORK.

(With apologies to Mrs. Kennedy and her bridge party.)

I bid one spade and a cup of flour,
And let it slowly steam.
Two hearts you say—with the white of an egg?
My partner will beat it, and add the cream.
You raise the hearts—with soda and yeast
And stir it another round.
I'll double that, and add to the score,
A couple of quarts or a pound,
Three hearts doubled! We melt the cheese
And lead from our longest and best;
But we've made a pudding and planned a pie
Ere our trick comes home to rest.
We roll an ace while the syrup boils,
And slowly fold in a trick:
But the queen is lost to the dummy's king,
When the batter gets too thick.
We lead a lemon—the juice and rind—
And come back with a cup of fruit;
We add the nuts to a bad finesse,
And goo up our strongest suit.
We count the honors along with the hours
That we give to roasting a ham,
We cream the butter and add the yolks
In the midst of a grand grand slam.
Thus as we measure and shift the cards,
New menus we loudly proclaim—
We flavor and sugar and bake while we bid,
To add sweetness and spice to the game.

— Kathleen Bradner.

MORE HOLLYWOOD NOTES

Through the courtesy of our former club member, Dr. Murray and Ann McCabe of San Francisco, the following ladies composed a theater party to witness the "Volga Boatman":

Mrs. E. Stone, Carrie Hall, Esther Goodwin, Grace Maurer, Mary B. Guber, and Anna Burr.

Dr. Murray has invented an invalid's table and had it on display at convention and judging from the sales she was making, it is a pretty nice thing to have whether you are sick or not.

Other courtesies shown outside of the splendid entertainment of the convention, Mrs. Valentine, president of Santa Monica Club, took us sight seeing over the Beverly Hills and down to Santa Monica Beach. She is a very charming hostess and all enjoyed the afternoon immensely.

That table d'hote breakfast at Paulia's in Hollywood Saturday morning was much enjoyed by a group of club members from Berkeley, San Jose, and Oakland —about 15 in all. These "Get-together" meetings are the things worth while in club life.

M. B. GUBER.

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HOLDING COMPANY NOTES.

The Holding Company is sponsoring two interesting events for October,—a concert on Monday, October 18th, by Miss Rudolphine Radil, prima donna soprano, assisted by Josephine Swan White, reader and pianist. Miss Radil is a new club member and will be the honored guest and speaker of the club at the dinner on October 14th when she will tell about musical life and experience in Italy.

Miss Radil has recently returned from Italy where she made her debut in opera in Traviata before an Italian audience and scored an instant success. Later the Rivista Teatrale of Milan said: "In Rodolfina Radil who is winning new laurels every night in the role of Nedda in Pagliacci our theatres have found a most capable artist with a silvery beautiful voice and a charming sympathetic personality."

Club members do not need to be told about Josephine Swan White who has delighted us with her charming personality and her beautiful cantillations.

The second event will be the Hallowe'en Party on Friday evening, October 29th. There will be dancing and cards, fortune telling, cats, witches, 'n everything to make a real spooky good time. Save the dates, October 18th and 29th. L. PINKSTON.

SEVEN ARTS CLUB.

Always something new: Pinero said: "The future is only the past entered thru another door."

Apply this idea to the Seven Arts Club. Its members hope to make the beautiful Spreckels mansion on Van Ness avenue, which they propose to purchase and preserve for the city, a clearing house for the arts, using the term in its most general significance. The club has only been in existence a short time, but its members have placed it at the service of the San Francisco Opera Association, and Gaetano Merola is conducting the rehearsals, choral and instrumental, in the beautiful rotunda. Incidentally he finds the place acoustically admirable, a fact which will comfort musicians.

The Seven Arts Club has one distinction which makes it unique in San Francisco. It is for women as well as for men. In the arts woman is the inspiration and, in many cases, the capable guide. If it were not for our women folk there would be no San Francisco Opera today.

But the work done is for the whole populace, and in the building of that new Athens of which we dream the co-operation of both men and women is needed. The Seven Arts Club is an instrument with which we can work for the beautification and cultural betterment of San Francisco.

C. E. Grunsky is president of the club, an engineer with a love for the arts, a practical man who is also an idealist. He emphasizes the immense means for good which the club possesses in the old Spreckels home."

The above is an excerpt of an important news item from the pen of Redfern Mason, well-known music critic of San Francisco.

—o—

YES, HAVE YOU?

"Have you studied that man and that woman,
Have you learned every phase of their life?
Have you met each temptation that met them.
Have you joined in their struggle and strife?
Oh, refrain from this sitting in judgment
In cases where all is not known;
And remember, Christ said but the sinless
Shall cast at his brother a stone."

—o—

WHEN IS YOUR BIRTHDAY?

If your birthday is between September 5 and October 15 your horoscope says you are intuitive and reasoning. Clever judgment, keen sense of proportion, logical debater, and just. You are also diplomatic, impartial, and quick to sense the relationship of contrasted things. You are fond of music and harmony. Rather generous of advice and easily confused. Your sign is LIBRA with need to watch your kidneys.

Alfred W. McCann, author of "Science of Eating," says:

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RECEPTION COMMITTEE FOR SEPTEMBER

Chairman, Gladys Barndollar; Alice Irwin, Willa Bridges, Helen Kling, Mable Little.

Another reservation for hotel accommodations for 60, at the convention, this time from Oklahoma. They have organized an "On to Oakland" committee, already.

JUNIORS' DANCE

The Juniors announce a "Spanish Dance" to be held on Friday Evening, September 24. Chairman, Laurie Thorne will be assisted by Ede Skelton, Marion Claire, Alice Bouchet, Juanita Pearson, Grace Haskin, Ruth Haskin, Claire Keefe, Agnes Murtugh, Lila Marchus and Marion Wharton.

PHILOMELS

Now all ready for the first social party of the season at the home of Mrs. Ada Angel at 2964 Magnolia St., Berkeley. Take College car to Webster; walk three blocks east to Magnolia to third house from corner. The dinner will be served at 6:30 promptly. Wear a kiddie costume if you have one or any other thing that's queer or quaint or foolish—or just come anyway. Let Grace Maurer know at Oak. 1224 about your reservation. It will be necessary to know. This dinner will take place this coming Friday night, September 24—remember the date! Everybody should be present—important rehearsal necessary for the club dinner program the following Thursday night, Sept. 30.

J. Florence Moore proved the champion at the Bridge Party, by selling tickets for 10 tables.

Dora Cooley's arm has so far recovered that she is able to take a vacation in the country.

Alice Zwillinger is back, looking as if she had gained a pound in each cheek, altho she declares she worked ten hours each day of her vacation.

Freda Smith had a miraculous escape from injury when something happened to the steering gear of her automobile, and it collided with the Key Route train.

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LAUGHTER

I thank the Lord for laughter
and I thank the Lord for mirth
For who can start a chuckle
sweeps the sorrows from the earth.
Though it may be but a minute,
swiftly born and swiftly spent
The weight of care is lifted on
the flood of merriment;
And for all those sixty seconds
pain and anguish disappear,
For there's never any heartache
in the laughter which you hear.

—Edgar A. Guest.

TICKLISH

Dumb Bella thinks that an Ingersoll watch is one that won't run in the hereafter.

Birds of a feather also flop together.

A man is as old as he feels; a woman is as old as she squeals.

Bankers' hours are those periods of time in which you show interest.

We ask: At what point in life do we turn quickest?
You say: Brother, I'm ignorant. You tell 'em.
We say: At a pistol point.

They tell you that a storm is spent;
The phrase is very strange—
I don't know what a storm can spend,
Unless it spends the change!

If September Morn were active these days she could hold up at least one hand and be right in style!

A stranger is a person we don't know well enough to dislike.

The brain is the storeroom of knowledge; the tongue is the display counter.

New Scotch melody is entitled, "He Squeezed a Penny Till It Lost Its Scent."

Modern woman may have faults, but she doesn't look as bent and worn as a "dutiful wife" did in the old days.

ilton J. Ferguson,
tate Librarian,
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BUSINESS WOMENS HERALD

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Volume Three | Oakland, California, September 27, 1926 | Number Forty

There is no satisfaction comparable to that of making one's neighbor happy. —d' Epinay.

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DINNER

Thursday Night, September 30, 1926, 6.15 p. m.

PHILOMELS NIGHT

The Plate $1.00

Zannette W. Potter, President of Philomels, presiding.

We dine at 6:15. Community singing interspersed. Groups of songs by the Philomels. Leader, Z. W. Potter. Accompanist, Evelyn Nidiver. Introduction of speaker of the evening:

DR. J. WHITCOME BROUGHER,
Minister Baptist Church of Oakland.

Vocal Selections:

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Official Publication of the

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ZANNETTE W. POTTER
Founder and Editor

Clay at 14th Sts. Ph. Lakeside 6700

Issued every Monday in the interests of the Business and Professional Women's Club

1608 Webster Street
Phone Oakland 1470

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Olive Bledsoe.....Rec. Secretary
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Isabel W. Dingwall.....Membership
Dr. Minora Kibbe.....Program
Anna Burr.....Publicity
Mary B. Guber.....Reception
Bird M. Wilson.....Revision
Carrie Hall, Z. W. Potter } ..... { Service Clubs Council

BERKELEY INSTALLS OFFICERS

Miss Beth MacDonald, president of the Berkeley club, has invited the state first vice-president and the presidents of the five around-the-bay clubs to the installation party of the Berkeley club officers next Monday night, September 27. An elaborate program has been prepared with Rebecca Porter and Margaret Mary Morgan chosen speakers of the evening.

THANKS TO ALL

The Bridge Party was a great success; a large attendance, and prizes numerous and pretty, so everybody was happy. The gross receipts were about $235, so after expenses paid the Club will net a tidy sum.

I would like especially to thank the "Herald" for the generous publicity given for several weeks.

Major Henry Huber, of Union Paper Co., generously donated 500 bags for candy, and cardboard for tickets, for which our hearty thanks are extended.

The score cards were made by Flossie Warner, of the Health Center, and were indeed a work of art.

Candy donations were received from Miss Saylor and Mrs. Lehnhardt, club members, and from Mr. Karoly, of the Venus, besides "home-made" from various members.

Prizes were donated by the following club members: Miss Little, Dr. Kibbe, Dr. Grosso, Miss Sherman, Miss Mitchell, the Misses Chalmers, Mrs. Ritchie, Miss Clow, Mrs. Burr, Mrs. Hall, Miss Bussell, Mrs. Pinkston, and the Copper Shop, and from many admiring friends outside of the club.

The first door prize for ladies was donated by Mr. Louis A. LeFevre, of the Royal Worcester Corset Co., a beautiful garment. We will all be wearing "Bon Tons" now. The second door prize for ladies came from Miss Callahan, on behalf of Miller's Ice Cream Co., a delicious frozen pudding.

And last but not least, the beautifud dahlias which formed the elaborate decorations were from our Mrs. Spencer's dahlia gardens in Alameda.

To all of these our thanks are heartily extended, and to my splendid committee who worked so long and faithfully to make the party such a big success, Margaret Chalmers, Anna Burr, Elizabeth Clow, and Eva Stromberg.

—Carrie P. Kennedy.

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FASHION SHOW

Mr. and Mrs. Kennedy, of the Gray Shop, entertained the club with a fashion revue at the regular dinner on Thursday evening.

There were beautiful evening and dinner gowns, smart business and utility gowns and coats and hats for all occasions. There were becoming styles for slender women and stout women, all displayed by charming models accompanied by music, that made every one want to join in the parade.

Ninon, fashion authority for the Chronicle, was a guest and gave a resume of the latest fashion notes. It was an evening much appreciated by the busy club women who have little time to devote to selecting clothes.

CONVENTION BROADCASTINGS

Good news! the club in our sister city Richmond has voted to join the National. Keeping right up to their reputation of "up and coming". Congratulations, Richmond. That makes five clubs in the State who have seen the light. We hear there are others soon to follow. Too bad the discussion of the State Federation coming back into the National as a body had so little time allotted, at the very close of the convention, but a referendum vote will be taken by the individual clubs. We feel confident the greater number of the members in the State possess the National consciousness.

Mrs. Guber has been appointed a member of the National Finance Committee, for the Western States and Hawaii. If there are suggestions for changes in financial management, there's an opportunity to accomplish something, when on the inside, isn't there?

Two more committees have added to Convention Board, with the following as chairmen and vice-chairmen: Housing, May Bunker and Mary Campbell; special arrangements, Laura E. Pinkston and Florence Bussell.

Bessie Wod Gustason will confer with National officers in New York regarding prominent speakers for the convention, while on her trip east as one of two women entitled to attend the convention of National Selected Morticians at Washington, D. C. She will direct a four-hour program showing woman's contribution in that line of work. The P. O.'s presented her with a hat box, to protect her "fine feathers" en route.

—Bird Wilson.

—o—

MIAMI

At the dinner Thursday evening $100.00 was given in response to an appeal by Bird Wilson to be sent to the Business and Professional Women's Club of Miami as an expression of our sympathy.

The Miami Club was our strongest rival for the National Convention next year and the first to telegraph congratulations.

AMONG OURSELVES

Mary Barmby and her sister, Dr. Martha Barmby, left this week for another delightful trip, attending the National Library Convention at Atlantic City, celebrating its 50th anniversary, and where Miss Barmby will conduct a Round Table discussion. Then to Philadelphia to the Exposition, Washington, D. C., and down through the South to New Orleans, not forgetting the Mammoth Caves and jungles of Florida, then to Havana, and home via Panama in about two months.

—o—

Aren't the members' badges handsome, selected by Victoria Escoffier, and the arrangement of pockets so cleverly arranged by Helena Gamble to keep them in. Now we can know "Who's Who" as we meet at the tables, and connect up a well-known face with the proper name without embarrassment.

—o—

Club social events of last week too late for mention in the Herald included the Philomel party which took place Friday night at the home of Mrs. Angel on Magnolia street in Berkeley. More than 35 has made reservations for the event and a lovely time was anticipated.

—o—

Also the Junior dance with Spain as the motif was featured at the club house on the same evening. The Junior affairs are always lovely and a good crowd always in attendance upon their dances.

—o—

The last club dance was the best ever, we understand, in point of a crowd and also the music. Favorable comment was forthcoming that the orchestra was seated on the stage where all could see and hear perfectly.

—o—

Mary Campbel writes she will be home in time for the Philomel party Friday night.

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CLUB LIBRARY.

The Past Officers section are happy in being able to announce to the club that they have purchased their first books for the club library. It has been one of the objects of the P. O.'s to establish such a library, and through the kind offices of Miss Barmby and Miss Baird of the Alameda County Library, the following interesting list has been chosen to form the nucleus:

New International Encyclopedia; Hoyt's Book of Quotations; Lincoln Library; Who's Who in America; Costume books; Stevenson-Home book of Verse; Atlas; Parsons-Wild Fowers of California; Wheelock—Birds of California; Post-Etiquette; Reinach—Apollo; Royce — History of California; Muzzey—American History; McLaren—Gardening in California; Masson, T. L. ed. Best Short Stories; Unabridged Webster Dictionary; Granger—Index to Poetry and Recitations; World Almanac; Century Cyclopedia of Names; One Thousand and One Poems; Cambridge ed. of the Standard Poets.

Of course the P. O.'s cannot purchase all of these books now, but they are acquiring them as fast as the funds will permit, and have made a start with the following:

Unabridged Webster Dictionary; Granger—Index to Poetry and Recitations; World Almanac, 1926; Century Cyclopedia of Names; One Thousand and One Poems.

They also intend providing a book plate for the club, so that the books may be identified. The books are for the free use of all club members at any time in the club building. Please do not take them away, but we do hope that you will enjoy looking them over and finding them interesting as well as useful.

—Hermine Kruger.

They were presented at the meeting of the Book Review Section, when Hermine Kruger so ably reviewed two most interesting books of the season, "The Show Boat," by Edna Ferber, and "The Silver Spoon" by Galsworthy, while Jessie Eccles noted the most prominent current events.

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b. Give machine to a cousin.
c. Stop making payments on it.
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THOSE DUES

Onc't they was a lazy bird
Who wouldn't pay his dues—
The Sec-atary chased 'im
Till he wore out all his shoes.
One time he couldn't find 'im
Tho' he seeked 'im high an' low,
So he said the dog-gone silly gink
Could go where he could go!
He ordered him suspended,
And they done that vurry thing—
That night the Goy Kloos tooked him
And had their little fling.
Now he's up there with the angels,
And his folks is broked no doubt—
And the Gobble-uns'll git you,
Ef you
Don't
Watch
Out!

—Selected.

Of course this does not apply to any of our club members.

—o—

NORTHERN DISTRICT MEETING

Richmond Club will be hostess to the Northern District's first quarterly meeting on Sunday, October 3, which will be preceded by a breakfast in the new Carquinas Hotel at 10 o'clock in the morning. The price 75 cents. Please extend Richmond the courtesy of writing in your reservations if you are planning to attend. Send word to Mrs. Norma Goettel, 900 MacDonald Ave., Richmond.

—o—

FELICITATIONS

Our own gracious Mrs. Duffield coyly informed the editor of the Herald a few days ago that she had succumbed to the wiles of Dan Cupid, was married and would henceforth live in Sacramento. In parenthesis she laughingly asked me to tell the girls of the club not to lose hope—that one can never tell just when the decisive step may be taken.

We congratulate Mr. Kettler on his choice and wish the newlyweds all the happiness in the world. Best wishes of the whole club attend Mrs. Kettler with regret that she must leave our city.

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OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Three | Oakland, California, October 4, 1926 | Number Forty-one

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NOTICE

The Chairmen and Vice-Chairmen of Convention Committees will serve as the Convention Executive Board, and meet on the first and third Mondays of each month. The next meeting will be on Monday, October 4th, at 7:30 P.M., in the Garden Room.

THURSDAY'S MEETING.

The Philomel program proved a musical treat far above the average. The Strollers' Quartette consisting of Morton Gleason, Philip Ashcraft, Kenneth Kraft, and C. B. Pierce won the diners with their melodious singing and responded to numerous encores. Miss Cleo Peterson, lyric soprano, sang very sweetly and looked charming; so did Ruth Hall Crandall who delights us always, and Mrs. Daska of the San Leandro Club, won the hearts of everybody with her violin numbers. The singers were accompanied by Mildred Warenskjold and Evelyn Louise Nidiver. The chorus by the Philomels was also much enjoyed.

Carrie Hall introduced Dr. J. Whitcombe Brougher who for forty minutes held his audience practically spellbound with an array of jokes and stories in illustration of his subject of **Keys and Key Holes.** The Doctor intimated that many of us have the key to success perhaps but have never found the key hole. With humor and pathos vied with one another as he built up the points of his subject to a dramatic climax. The most touching "good turn", the speaker said, that he ever experienced was when a man who was sitting safely in his own machine noticed that the Doctor's had been left too near a fire hydrant and when Dr. Brougher returned this stranger had transferred his occupancy of the machines so that the Doctor would suffer no embarrassment with the traffic department. In closing the speaker urged that each one of us essay so good a turn every day of our lives. To do a kind act unselfishly and without thought of reward every day would revert to an astonishing degree of world happiness.

The speaker's gift of story-telling is little short of amazing and our ladies held their own exceptionally well in "seeing the point" to the rapid fire display of after-dinner oratory. Dr. Brougher's long career upon the lecture platform and in the work of ministry has made him one of the best known lecturers in America to-day.

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THE PHILOMELS

certainly had a lovely party last week at the home of Mrs. Angel in Berkeley, who proved a charming and gracious hostess. The Philomels had an evening of downright fun as a relief from numberous strenuous meetings during the past year. Grace Maurer, Anna Burr, Maud Petersen, Eva Stromberg, Esther Goodwin, Grace Rubiolo, and Alice Kirkland were in costume and caused merriment galore with their antics. A beautiful repast, an enjoyable singing hour and games consumed the evening which sped by all too quickly. The annual Minstrel Show and the election of officers will consume the attention of the Philomels at their next regular meeting on Friday night, Oct. 8. This meeting will be a dinner at the club and all members are requested to be present. The hour is 6:15.

CLUB NOTES

The September number of the Independent Woman is out. If any member fails to receive her copy notify Mrs. McClenegan, Oakland 1470, immediately.

—o—

Mrs. Mabel Brooks writes that she is enjoying a vacation in Denver, but looking forward to getting home and back to the club.

—o—

Morticians are "bricklayers" to some unnamed aide at the White House.

"Who are these men?" He asked one of the office aides.

"Bricklayers," he told President Coolidge sotto voce, and the delegation continued past the desk to the end.

Joke on Bessie, eh?

—o—

Miss Hammond is on the way across the continent, returning from her European trip, so we'll soon see her charming face among us.

—o—

Mabel Kuss is improving finely now, and hopes to be with us regularly. She has been so much missed of late.

—o—

House manager says the luncheons at the club are being better attended day by day. That's good. Club members please remember that guest cards are available at the desk to be had for the asking. Let your business friends know of this ideal place to eat and direct them to our club cafeteria.

—o—

Bird Wilson, Mrs. Irwin, Miss Goodrich, Carrie Hall and Z. W. Potter are doing the Opera this season—at least the above were seen at The Barber of Seville last week. Many others left the Richmond breakfast last Sunday to see **La Boheme.** Great treat!

—o—

That was terribly naughty of the International Four to promise Mrs. Barndollar that they would sing last Thursday night and then go galivanting off up country on a concert tour. Fortunate tho that the Strollers filled in the breach splendidly and a very creditable program was put over.

Mrs. Moffatt, our late lamented Mrs. King's mother, is back in Oakland rejoicing that her grandson, Kenneth King, is enjoying a scholarship at the Gloucester School of Little Theaters. Kenneth will graduate from Ann Arbor next June and will be prepared to teach at the close of his college training. We hope Mrs. Moffatt will come often to the club.

—o—

Can you sing? Want to join the Phlomels? Why not? If so come to their next meeting, Friday night, October 8, and enroll. You will be in time for participation in the Minstrel Show. What fun!

—o—

CONVENTION BROADCAST

Mrs. Bakewell, Convention Financial Chairman, reports that the members are responding slowly to the $5.00 assessment toward expenses for the Convention. She has collected $185.00 to date.

At a recent important meeting in San Francisco the speaker of the evening said that what San Francisco needs to advertise it to the best advantage is "National Conventions and more National Conventions." Now that is just what Oakland needs too, and the convention of the National Business and Professional Women's Club that is to come to Oakland next July will be one of the largest conventions ever held in the city. Our club is doing the city a great service in bringing the convention here and must put it over in a creditable manner. Pay in your assessment early so that the preliminaries of the convention can be handled in a manner to insure success.

—o—

Injuries are coming to all Judges who preside over jury trials from the women of Illinois, regarding the practical service of women on juries. You know women are permitted to serve as jurors in only about half of our States. Strange that a State that has been as kind to women as Illinois should refuse them this privilege.

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JUNIOR JOTTINGS

Business meeting, Oct. 5th.

—o—

The Juniors had the pleasure of having the President of the Berkeley Juniors at their last meeting. Miss Edna Stephens has a very pleasing personality nad the girls enjoyed her report on the Convention.

—o—

Until further notice, the Junior Glee Club will meet every Tuesday evening at 7:30 sharp. Full attendance is expected.

—o—

Be sure to be at the Glee practice 7:30 Tuesday evening, Oct. 5, as the Business Meeting will follow at 8:00 o'clock sharp. Everyone try to come. The Senior Board of Directors will be present to discuss with us the trouble we are having with our Constitution.

Let's try to confine visitors to Social Nights only and have the Business meetings for members only.

—o—

CONCERT

Keep in mind the concert of October the 18th in the Club Auditorium by Rudolphine Radil assisted by Josephine Swan White. Tickets are now ready and as the hall only seats about four hundred members should procure tickets for themselves and friends before they are given out to the public.

Miss Radil is an artist of note and a great acquisition as a club member. Mrs. Josephine Swan White is always a delight to her audience.

RECEPTION COMMITTEE FOR OCTOBER

Mary Campbell, Chairman; Carrie P. Kennedy, Dr. Ella McGilvery, Elizabeth Clow, and Mrs. H. D. Havlin.

—o—

INDEPENDENT WOMAN

Are you receiving the Independent Woman magazine? Every member whose dues are paid up should receive it. Please report any delinquency in this regard at once to Mrs. McClenegan, that it may be taken up with the New York office. NOW is the time to get the mailing list in perfect order.

—o—

THEN AND NOW

When Grandma was a youthful miss
She didn't paint her face;
She never smoked a cigarette;
She always knew her place.
She didn't wear her dresses
Up well beyond the knees;
She didn't shock the world at large;
She didn't chase the he's.
She didn't go on auto rides
'Way back in 'eighty-seven;
She didn't do a lot of things
To keep her out of heaven.
She didn't stay out late at night;
She didn't roll her socks;
She didn't dance the Charleston;
She didn't bob her locks.
She didn't do these little things,
She didn't, we'll allow;
But, if she didn't do them then,
Why does she do them now?

—R. C. O'Brien.

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Volume Three | Oakland, California, October 11, 1926 | Number Forty-two

"Get the urge to WORK for better things, not just wish for them. Opportunity is right at your door." —Harry Culver.

P. O. DINNER

6.15 P. M. THURSDAY, OCT. 14, 1926
The Plate $1.00

Speaker—MAY ROBERTS COOLIDGE
Subject—THE NAVAJO INDIANS

Miss Laura Maud Thompson of Mills College, who won the prize offered by the P. O. for the best essay on the business woman will be present and read her essay.

Miss Rudolphine Radil lately returned from Europe, will tell us of her experiences, her subject being—"Musical Life of Italy".

Music—The Corrinian Trio who made their debut in our club last year will furnish the music for the evening. The girls are Doris Finger, cello; Geraldine Gilchrist, violin, and Audrey O'Brien at the piano.

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Zannette W. Potter.....Editor
Bird M. Wilson.....Asst. Editor
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Mary B. Guber.....Reception
Bird M. Wilson.....Revision
Carrie Hall, Z. W. Potter } ..... { Service Clubs Council

NOTICE

The Book Review Section will meet on Saturday, October 16th, at 1:30 p. m. Bring your friends to the cafeteria for lunch, and be ready for an interesting hour.

Mrs. Pinkston will outline the outstanding current events.

Mrs. Zayda Bartley will review two late books, one by a California writer, Charles Dobie, entitled "Less than Kin," and the other, Dorothy Canfield Fisher's latest, "Her Son's Wife."

RUB UP YOUR BRAIN, TOO.

(The following sprightly article was sent to the editor by Mary Campbell in a recent letter. It is so apropos to business women and all women for that matter that it clamors for editorial space.—ED.)

(By Nellie E. Gardner.)

Too much thought can be given to massaging the outside of the head—the complexion and the scalp—and too little to daily rubbing of the brain.

Preserving one's youth and good looks is a worthy ambition and frequently promotes business success. But preserving the sprightliness of the mind is of vastly more importance to the business man or woman.

You may not be able to keep from growing old in the body, but there is no excuse for growing old in the mind.

Years take their toll from music and brawn, but they need not stupefy the brain.

As backs grow stiffer and legs and arms grow less nimble, the brain cells may even get more brisk.

Mentality—the divine spark that distinguishes man from the clod—does not grow old and snuff out like the autumn leaf. It is a hardy evergreen, which becomes more sturdy with the years.

The question for each of us to ask is: "What am I doing to cultivate the freshness and growth of my mind? Am I giving it a fair chance to keep young?"

Muscles grow flabby from disuse. Even rubber bands lose their springiness if left to lie around without work.

Delicate, highly organized brain cells are subject to the same limitations. They crave use.

To get the most out of one's brain one must exercise it constantly. Not the mere performance of one's daily work. Thereby one merely holds his own. One does not grow.

Mental "daily dozens"—in form of purposeful reading of any sort, of mastering a new science or an old period of history, of acquiring an additional language—all these are methods within reach of the intelligent person.

For how many of us are these sources untouched?

Does any one need to fear that he will injure his thinking capacity by exercising it?

The brain seems to be about the last organ of the body that you can overwork. Eyes will succumb to strain, nerves will show signs of paralysis—but the brain plugs right on, apparently insatiable.

Don't dodge mental tasks. Keep up your external massage, to promote healthy circulation of the blood. But don't neglect to rub your brain on the inside, too?

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AMONG OURSELVES

Yes, Mary Campbell is back at last—and we hope to stay for ever and ever.

And the Hammonds are back—so good to see them. Miss Jennie Hammond should be asked to tell us all about her wonderful trip some time at a club meeting. She and her sister spent the past five months on the continent of Europe, but they, too, are glad to be back in Oakland, California.

—

Richmond is to be congratulated for the manner in which their club members entertained the Northern District meeting last Sunday morning. A goodly crowd from Oakland was present.

—

Mrs. Margaret Yale of Burbank, state president of the B. P. W. C., is improving very rapidly and will soon visit the north. Offices will be established at the S. F. club headquarters where Mrs. Yale will be "at home" to club members on the third Saturday of each month. This is a big forward step in state organization.

—

Zannette W. Potter goes to Fresno this coming week to be in attendance upon the second meeting of the State Board of the State Federation of BPWC. Also to Stockton the following week to conduct a big singfest for the Stockton club.

—

Glad to report May L. Crowder convalescing finely now. Hope to see her back with us soon.

—

Seven copies of "West, West in California" were received this week by Z. W. Potter, five of which were sent thruout the state to fill belated orders. Two left. Who wants them? More will follow.

—o—

CLUB NOTES

The board of directors has passed a resolution that the proceeds of all club and club section activities shall go half and half to the club and the convention fund until an adequate convention fund is secured.

CONCERT

The opera season has just whetted our appetites for more music, and how fortunate we are to have a real treat in store, in the concert on Monday, October 18th, at our auditorium. And we are indeed proud that the artists are our own club members, Rudolphine Radil, prima donna soprano, recently returned from Italy, where she studied with the great teachers and scored artistic triumphs in a series of performances, and Josephine Swan White, who needs no introduction, so well known in her delightful work in Cantillations.

Don't forget the date. Let's fill the house ourselves.

—o—

NEWS

A young woman, Lena Fregula, has made application for a position as a flyer in the air mail service, at the Diablo field, and her application has been forwarded to Washington. Doesn't that take your breath away? And yet, why not?

—

In Ireland the women have just won complete equality in civil service appointments, opening all positions to women.

—o—

CONVENTION BROADCASTINGS

More committees for the convention are being found necessary, the latest being the "Prankfest Committee", with Florence Stahl, of San Jose, as chairman, and Lucy Shinn, of Oakland, vice-chairman.

The question of housing the visitors will require some extra consideration. The hotels cannot furnish accommodations for all, so it will be necessary to use apartment houses and private homes.

Will every club member try to find suitable rooms that may be obtained for the week of July 18-22, for proper compensation, and report the same to Mrs. M. B. Guber, 3332 Grand Avenue, Oakland.

You may have friends who will be out of town then, and will let us use their homes. This is urgent. Please give it attention.

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ARE WE AFLOAT?

Radio stations in countries all over the world were used in connection with the greatest scientific undertaking ever conceived —a test to determine whether the continents are slipping.

A score of nations are co-operating with the United States in the undertaking.

The test will consist in determining the longitude of many points, scattered over the land areas of the earth, and then redetermining them at some future time.

By this means it is hoped to ascertain whether, as some scientists hold, the continents are floating on the surface of the globe much the same as icebergs float on Polar seas.

After the test is completed the records will be filed away in archives for perhaps 25 years. Then the test will be repeated and the results compared.

—o—

TICKLISH

It was the end of the scene; the heroine was starving.

"Bread," he cried, "Give me bread."

And then the curtain came down with a roll.

A mysterious moaning noise recently alarmed the residents of a London hotel at night. It is presumed that an American visitor had carelessly left his saxophone in a draft.

He bumped into her car.

"I had my hand out," declared the girl indignantly.

"Such a tiny hand," murmured the young man. "No wonder I didn't see it."

Then the traffic cop waved them both along.

A man had been twice reported dead surprised his friends by returning home. Ha ha! we'll bet he wasn't really dead either time.

Two boys coming from opposite directions met in the street. One boy had his mouth and hands full of green apples. The other boy, looking up as they passed, exclaimed:

Are the green apples ripe already!

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OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Three | Oakland, California, October 18, 1926 | Number Forty-three

Talk happiness! Why, a well beggar has a better time of it than a sick king any day. —Amber.

LUNCHEON

THURSDAY, OCTOBER 21, 1926

12 Noon Sharp

The Plate—65 Cents

Dr. Kibbe of the Program Committee will preside and introduce Mr. Meyers, head of the **California School of Arts and Crafts**, who in turn will introduce **Richard C. Bentinck** of the faculty who will speak briefly on the objects of the school.

Miss Katherine Ross will exhibit and talk on **costume design.**

Mrs. J. F. Batchelder will exhibit and talk on **textiles.**

Mrs. George West will speak on the work of the **Design Class.**

Mr. Meyers himself will close with a brief talk on the place his school should hold in the community.

Make your reservations at once—if enough signify their intention of coming to this luncheon the affair will take place down stairs in the main auditorium—a much more delightful place for the interesting exhibits that will be assembled.

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Official Publication of the
BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

ZANNETTE W. POTTER
Founder and Editor

Central Bank Bldg. Ph. Lakeside 1354

Issued every Monday in the interests of the Business and Professional Women's Club

1608 Webster Street
Phone Oakland 1470

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CONCERT TONIGHT

Be on hand early, as there are no reserved seats, you know, and we expect a record attendance. For this promises to be one of the most artistic performances ever given at our Club.

When we remember that the artists are two of our own members, Rudolphine Radil, recently affiliated with us, and Josephine Swan White, so well known among us, and when we consider that the Holding Company will be benefited financially from the proceeds, much needed in the absence of rental from our stores, we have two of the most potent reasons for attending that can be found,—a rare treat, and a benefit to all.

OCTOBER'S BRIGHT BLUE WEATHER

O suns and skies and clouds of June,
And flowers of June together,
Ye cannot rival for one hour
October's bright blue weather.

When loud the bumble bee makes haste,
Belated, thriftless vagrant,
And Golden Rod is dying fast,
And lanes with grapes are fragrant;

When Gentians roll their fringes tight
To save them for the morning,
And chestnuts fall from satin burrs
Without a sound of warning;

When on the ground red apples lie
In piles like jewels shining,
And redder still on old stone walls
Are leaves of woodbine twining;

When all the lovely wayside things
Their white-winged seeds are sowing,
And in the fields, still green and fair,
Late aftermaths are growing;

When springs run low, and the brooks,
In idle golden freighting.
Bright leaves sing noiseless in the hush
Of woods, for winter waiting;

When comrades seek sweet country haunts,
By twos and twos together,
And count like misers hour by hour,
October's bright blue weather.

O suns and skies and flowers of June,
Count all your boasts together,
Love loveth best of all the year
October's bright blue weather.

—Helen Hunt Jackson.

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AMONG OURSELVES

Eva Stromberg is at Fabiola, recovering from an appendix operation. Here's hoping for a very speedy recovery, with no setbacks. Our hearts are with you, Eva.

—o—

Ora Egan, the Linotypist of the Herald, slipped on the stairway of the Lurie Bldg. last Wednesday and injured her left shoulder. We are sorry Ora—but glad you did not break it.

—o—

Election of officers of the Philomel section last week resulted in the continuance of Zannette Potter as Chairman, with Grace Maurer as Vice-Chairman, Ruth Gibson, Recording Secretary, M. B. Goodwin, Treasurer, and Dr. Henrietta Grosso as Sergeant at Arms, while Jeannette Saunders agreed to resume the duties of Corresponding Secretary, despite the edict that she remain away from business for some months yet.

The Philomels are planning another jolly party at the home of Gladys Barndollar, on November 5th.

—o—

Maud Petersen, dressed in an elaborate old-fashioned costume, poke bonnet, hoop skirts and all, acted as chief announcer.

Much credit is due the Alameda B. P. W. C. less than a year old, for their most artistic Style Show given Tuesday evening at the Adelphian Club. The decorations were unique, consisting of colorful hat boxes filled with gorgeous fall flowers, and garden hats on pedestals trimmed to harmonize. There were French dolls and Milady favors for each guest. Many interesting costumes were displayed, and Babette, Style Editor of the Examiner, was the speaker of the evening.

The Dramatic Section of the Adelphian Club gave three original and very delightful playlets.

Those who attended from Oakland include Alice Zwillinger, Gladys Barndollar, Helena Gamble, Dr. Swanger, Ida Swift, M. B. Guber, Maud Asher, Dr. L. Shields, Mrs. Jessen, Jos. McClenegan, Dr. Grosso, and Ella Saylor.

Thursday evening's entertainment was full to overflowing with good things. Eloise Cushing gave a comprehensive idea of the 10th amendment, to be voted upon, designed to furnish funds for the State University buildings.

Rudolphine Radil, our new member, gave a very entertaining talk on the experience of an artist in the operatic world of Italy.

Then came the prize winner of the essay contest sponsored by the P. O.'s, Laura Maude Thompson, of Mills College, a young woman soon to return to her home in Honolulu, there to enter the business world as a social worker.

And finally Mrs. May Roberts Coolidge, of Mills College, held us with keenest interest as she presented the life of the Navajo Indian today, giving us amazing information as to their culture and growth as coming citizens, and the fact that they have always been self-supporting, never receiving government rations.

The charming Corrinian Trio furnished delightful music to crown the evening's pleasure.

—o—

Don't forget the Hallowe'en Dance on October 29th.

—o—

WOMEN ELSEWHERE

In England six women have been elected as Members of Parliament. Why aren't we keeping up with them?

—o—

In Berlin the women have secured the institution of an office for advice given to persons about to be married. Physicians in attendance give certificates that "from a medical standpoint no objection is raised", or "There are serious objections to the marriage." While this is not prohibitory as yet, under the law, its influence is certainly important.

—o—

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JUNIOR JOTTINGS

HURRAH! The Senior Board of Directors have passed on the age limit for the revised Constitution as follows:

"Old members do not lose their membership until they reach the age of twenty-seven and twenty-five for incoming members."

—

President Bakewell has arranged an attractive program for the social Tuesday evening, Oct. 26th. Don't miss it. Miss Moore of the Y. W. C. A. will give a talk after a short business meeting and then we will all visit the Blue Triangle Club.

Viola Bocca, Sec'y.

—o—

CONVENTION BROADCASTINGS

The next meeting of Chairmen and Vice-Chairmen of Convention Committees is called for Tuesday, October 19th, the night after the Concert, 7:30 P. M.

—o—

The song, "West, West, West in California", will be on sale at the Club Rooms at 35c a copy, the proceeds to go to the Convention Fund. Procure your copies now, as we want to know this thoroughly before the Convention.

—o—

The first general publicity starts on its way this week, to the eight hundred clubs throughout the United States and Hawaii, starting the "On to Oakland" movement.

TICKLISH.

The pastor who was fond of figures of speech was making a funeral oration. He began his address, "Friends, we have here only the shell of the man, the nut is gone."

"It takes years of practice to break a record." This is especially true of a longevity record.

"I wish to say, doctor, that the prescribing of a mustard plaster for a woman of my social position is nothing short of impertinence!"

Mr. Josher: "Don't you know that looking in a dictionary is the same as admitting your ignorance?"

Mr. Wiseacre: "Not with me. edge."

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Three | Oakland, California, October 25, 1926 | Number Forty-four

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DINNER

THURSDAY, OCTOBER 28, 1926

6:30 P. M. Sharp

At this meeting Miss Saylor has arranged to have a discussion on The PROPOSED COUNTY CHARTER to be voted on at the coming Fall election.

MR. LEON CLARK, chairman of the Board of Freeholders, will speak for the adoption; MR. GEORGE DURAND, president Central Labor Council of Alameda Co., will uphold the negative side of the question.

For entertainment:

MRS. HELEN BERGSMA will give a one-act play, entitled "ASHES OF ROSES," by Constance D'Arty Mackay, and MISS ANNA REGAN will render two or three dance numbers.

A veritable and varied feast—a program to suit every taste. Ring Oak. 1470 NOW. Reservations should be made promptly to insure seats at the dinner board.

The Plate 85 Cents

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NEXT DANCE

Dr. Shields and her dance committee assures everybody that the Hallowe'en dance next Friday night, the 29th, promises to be a delightful affair. Maude Petersen is planning characteristic decorations; excellent music promised. Cards will be enjoyed in the Garden Room. How about entertaining your friends at your own tables here? Consult Carrie Hall and Bird Wilson about prizes. Delicious punch will be served free of charge.

Chairman of the evening, Dr. Lillian Shields. Floor Committee, Edith Bakewell, Alice Barker, Hazel Lamberson, Esther Goodwin, Helen Bergsma and Alice Burnell. Hostesses, Ella Saylor, Dora Cooley, Josephine McClenegan, Jennie Hammond, A. M. Jesson, Mary B. Guber, Bessie Wood Gustason and Hermine Kruger.

MY BLESSINGS

Sometimes it is quite enlightening, as well as comforting, to sit down and count one's blessings, and the other day I had occasion to count my blessings in our club. I say my blessings; I hope they are yours, also; I am most willing to share them with you, as by doing so I shall lose none of mine, and yet have the pleasure of sharing.

1. The Cafeteria—the best food in the city, enjoyed amid the blossoms of the roof garden, or in the cheery Garden Room, with boon companions.

2. The Programs, varied, interesting, entertaining, often, as during the past month, a lavish wealth of good things.

3. The Sections: Philomel, with its lovely music and jolly times; P. O., for both work and play; Book Review, keeping us au courant with the literature and doings of the world; and French, for the studious.

4. Entertainments, where there is always value received for the amount expended, and good measure added.

5. The Convention in anticipaton, where for a contribution of $5 we may enjoy what usually costs from $200 to $400.

6. The friendships made with women of kindred tastes and aims, to last through life.

7. The joy and gratification of co-operation in activities in the community, by business women, through the medium of a club and a club home, all making for "Better Business Women in a Better Business World."

The magic seven! —(Contributed.)

Members. Please look at lower left hand corner of front page. Then "DO IT."

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State Board Meeting.

Zannette W. Potter returned from the State Board meeting at Fresno last week wearing another editorial toga having been appointed editor of the Northern District of the new state paper to be issued monthly and sent to each of the six thousand members of the BPWC in California. It will be Miss Potter's duty to assemble and edit all news of the twenty or more clubs of the northern district and to forward advertising to Golda Madden Wright of Hollywood where the paper will be published and where Mrs. Wright will serve as business and advertising manager. Each district of the state will support an editor and with this scheme of divided responsibility, satisfactory results should be forthcoming. There will be two contributing editors. A prize is to be offered for the best name for the new publication.

AMONG OURSELVES

Congratulations to Willie May Bridge! This enterprising realtor of ours is a prize winner, having won $50.00 in a speaking contest on the subject of "The Hardest Deal I Ever Made" given by the Oakland Real Estate Board. The contest was conducted over a period of several weeks with some sixty contestants and carried with it also a trip to Monterey to the State Convention of Realtors held there recently — all of which Mrs. Bridge enjoyed to the full. Here's our hand, Wlilie May!

—

The Auditorium of our Club House has been the scene of many delightful entertainments, but none more artistic in every sense than the concert last Monday evening. Rudolphine Radil's singing was a revelation; the clear, true tones of her dramatic soprano voice, with the brilliancy of execution, portrayed the real artist. We would like to hear her with the accompaniment of a full orchestra in the operatic selections. When we pay $5 and $10 to hear her in grand opera within a few years we will remember with much pride the evening she, as a club member, favored us in our own club home.

And Josephine Swan White took us to the rarest heights in her telling of the story of Philomon.

—

Mrs. Yale conducted her first "at home" last Saturday in the Northern District by remaining at the S. F. club headquarters from one to six p. m. This she will do the third Saturday of each month going from there to the Central District at Fresno on the Sunday following. This plan will give every business and professional woman an opportunity to come into close contact with our state president and to know what our vast state is doing in clubdom. Saturday's venture was a success.

—

True to form Fresno gave its seventy delegates a "warm breakfast" last Sunday which preceded the regular State Board meeting held at one o'clock and presided over by Mrs. Margaret Yale the new state president. Visalia with twenty members was best represented.

Mrs. Yale urged strongly at Fresno that each club take its quota of FAB—one box for every member before the close of the campaign. This is a good money-making scheme and is well worth while. Why not try it?

—

Requests for copies of the Herald are coming in from various sections of the East and this will continue to grow as the time for the National convention draws near. Do you at home appreciate your own little club paper? We editors think so—a kind word drifts in very occasionally and we say a cordial **Thank you.**

—

Carrie Hall is still away visiting in the Valley—was seen well and happy in Fresno last Sunday. Likewise Mrs. Stone is away on a pleasure trip.

—

Club secretary reminds that all luncheons until further notice are 65 cents in price and all dinners 85c. and Mrs. Nattinger can't be beat at any time for good and tasty viands. Send in your reservation to every function.

—

Eva Stromberg is reported as convalescing, and able to see visitors now, at Fabiola.

—

Anyone who has plants of marigold, or winter stock, or other winter blooming plants. ready to be transplanted now, please send them to the club rooms. Our garden needs them right now.

—

Mrs. A. S. Laing is recovering from a broken arm—in fact attended the last club meeting with her arm in a sling. Recovery is sure with such grit.

McCann, autor of
Science of Keeping Young, says:
"Whole Grain Wheat and milk in combination yield every known element of nutrition demanded by the needs of the human family from the age of one year to one hundred."
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CONVENTION BROADCASTING

Mrs. Gustason reports a very enjoyable day with the National President, Lena Madesin Phillips, in New York, discussing convention program, proposed national speakers, etc. That day's visit was worth a month of letter-writing, and plans are just that much advanced.

The California Bears which our delegates took to the Des Moines convention proved so popular that Mrs. Guber has bought up the entire stock on the market for convention souvenirs. Ask to see them at the club rooms. They make lovely Christmas presents for the children, and great fun to carry to the "big game". There's a real growl to them, and the slogan from this on will be, "Stop your growling. Let the bear do it." The proceeds will swell the convention fund.

While April is the time limit set for payment of $5 contribution to convention fund, it would be apreciated if as many members as can conveniently would pay in now, as many expenses come right at first.

Make checks payable to B.P.W.C. Convention Fund.

The spirit of desire to help is manifest everywhere. Offers come from every direction. "My assistant has some spare time. Can't she fold and stamp letters for you?" Or, "I'll be glad to help with the copying of lists," etc. That's the spirit that brings success to all our efforts.

BIRD WILSON,
Convention Publicity Chairman..

IN SYMPATHY

Sorrow has again laid its hand upon one of our members, in the passing away of the mother of Claudine DeToy last week. So close were mother and daughter that the seeming separation will be very keenly felt. The loving hearts of all club members throb in sympathy and desire to be of comfort.

—o—

THE DAY'S RESOLUTION

"I will start anew this morning with a higher, fairer creed,

I will cease to stand complaining of my ruthless neighbor's greed;

I will look sometimes about me of the things that merit praise,

I will search for hidden beauties that elude the grumbler's gaze;

I will try to see the beauty spread before me, rain or shine,—

I will cease to preach your duty and be more concerned with mine."

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Three | Oakland, California, November 1, 1926 | Number Forty-five

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ZANNETTE W. POTTER
Founder and Editor

Central Bank Bldg. Ph. Lakeside 1354

Issued every Monday in the interests of the Business and Professional Women's Club

1608 Webster Street
Phone Oakland 1470

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Olive Bledsoe.....Rec. Secretary
Florence Bussell.....Cor. Secretary
Alice Kirkland.....Treasurer
Flossie M. Warner.....Auditor

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Victoria Escoffier
Mary Belle Guber
Ida W. Havlin
Maud E. Petersen
Josephine McClenegan, Executive Secretary

THE HERALD STAFF

Zannette W. Potter.....Editor
Bird M. Wilson.....Asst. Editor
Laura E. Pinkston } Business Manager and Advertising

PHILOMELS

Will have their next social party at the home of Mrs. Barndollar, 4620 Dolores Street at 6:30 P. M. on Friday night, Nov. 5th. Members are asked to appear in some sort of costume—Hallowe'en if possible and preferred. Wear mask. There will be prizes for best sustained character. Dinner will be delicious and plentiful. Lots of fun!

Grace Maurer, chairman of arrangements has appointed Anna Burr to act as reservation chairman. Ring Mrs. Burr at Oak. 7208 NOW.

To get to Mrs. Barndollar's, take Park Blvd. car, get off at El Centro, walk one block to right to Dolores—the house number 4620.

Make early reservation—must know by Wednesday night previous.

THE PRESIDENT'S SPECIAL

In outlining her program for the year, our National President, Lena Madesin Phillips, is already making definite plans as to the route of the "President's Special," which is a successful feature of each annual convention. The "spotlight of publicity," will be centered on this "special caravan deluxe," as it will be a movemnt "en massee"of delegates attending the National Convention at Oakland, Calif. The route of the special train, according to the tentative plans at present, will start in New York, with the Eastern and New England delegations aboard, as well as all the national officers, and wending its way across the middle tier of states, will pick up delegations all along the way, touching Pennsylvania, Southern Ohio, Indiana, Illinois, Missouri, Kansas, Colorado, New Mexico and Arizona, stops being made at points along the way, especially in the Grand Canyon, the heart of the Navajo country, where we will be the guests of the Arizona Federation and the Governor of Arizona, and in Santa Fe, N. M., we will enjoy meeting the New Mexico Federation who will be garbed in their gay fiesta costumes, to greet us with some novel entertainment.

Representative of the press will be on board the "Oakland Special," and it's safe to say that our arrival in each of the different cities will be heralded with the same acclaim that greeted the voyage across the continent of that giant ship of the air, the "Los Angeles," and by the time we reach California, we will have the largest aggregation of conglomerated feminine pulchritude ever assembled under one top. It is also planned to have the mothers of Federationists accompany the party as convoys, as well as help "preserve order and dignity," though one of the mothers of an active Federationist has most empathically stated that she didn't care to ride it just to see how a mob of females could behave. Should any of the delegates care to start an argument with the conductor or trainmen, we will have along our legal representative, President Phillips, to prepare same, and with Dr. "Max" and Dr. "Nancy" in the President's Cabinet to "iron out the kinks" and Florence Stone to keep up with our expenses, while Elizabeth Fitzgerald "educates" us in the beauties and historical spots of the West, and Frances Plath keeps a record of the "static," who doubts that "this will be the life" for the tried business woman who already looks forward to hearing the "toot-toot-toot" and the S-s-s-h-h-h-o-o-o" of the "Big Choo-choo" which will be California bound next July!

(The above article is copied verbatim from **The Pelican,** state bulletin of the Louisiana Federation of Business and Professional Women's Clubs a copy of which was sent to the editor last week. Its reading would give anybody a real thrill.—Editor.)

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NEWS

Chauncey Depew who is 93 years young, works hard in his office every day in his office of the New York Central Railway. His mind is clear, his judgment sound. Why? He has learned how to live.

Here is his recipe: First, develop character; second, work hard; **remorseless industry** is the way he puts it; third acquire a full and thorough knowledge of your career or vocation; and fourth, have a due regard for your fellow men and cultivate respect and friendship.

TWO IMPORTANT ANNOUNCEMENTS

May Bunker, housing chairman for the National, wishes to announce a committee meeting to be held Monday night, Nov. 8, in the club rooms. Let Mrs. Bunker know—Humboldt 1124—if you cannot come. The time—7:30.

—

Mrs. Laura E. Pinkston, chairman of the special arrangements committee for the National, also calls a meeting of her committee for Monday night, Nov. 8—a supper at 6:15—the plate 60c. Phone the club if you cannot come.

—o—

AMONG OURSELVES

The P. O.'s had another delightful meeting at Miss Clow's country home at Lafayette on Sunday. The day was perfect, the lunch under the trees a real joy, and the stories of moving pictures in the making, by Mr. Thomas, of the Richard Thomas Productions, of Hollywood, exceedingly interesting. About 20 members were present.

—o—

The busiest time in the history of the club house is reported during the past month. The Sunset room was in use 16 times in addition to four meetings of the French class at noon time. Nine dinners or special luncheons in the Cafeteria, and 14 occasions on which the auditorium was used, including two club dinners. Sometimes affairs doubled up, two or three a day. "It never rains but it pours". May it keep on raining this kind of rain!

—o—

JUNIOR DANCE

Ghosts! Witches! Spirits! Will have full sway at the Junior's Hallowe'en dance on Friday evening, Nov. 5th.

The committee in charge of this dance, headed by Juanita Pearson, chairman, are Alice Bouchet, Claire Keefe, Eva Chiesa, Ruth Haskin, Martha Brennecke, Stella Bitgood, Juanita Stanley, Ede Skelton, Marion Claire, Viola Bocca and Laurie Thorne.

Remember the date, Nov. 5th. Tell your friends about it.

JUNIOR JOTTINGS

Members Remember! The Annual Meeting of the Juniors on Tuesday, Nov. 2, at 8 o'clock. At this time annual reports will be presented and election of officers for the coming year will take place. It is imperative that all Juniors be present. Meeting is limited to members **only.** Remember Glee practice at 7:30 before the meeting.

—

Cupid has again entered the ranks of the Junior Section, and has claimed one of our newer members, Genevieve Schied, now Mrs. Edwards.

—

At the last meeting the girls enjoyed Miss Alice Moore, of the Y. W. C. A. Her talk was wonderful. After the meeting the girls inspected the new Blue Triangle club home, through the kindness of Miss Moore.

—o—

THURSDAY'S DINNER

The dinner on Thursday evening was a most enjoyable affair. Hallowe'en held sway in the decorations. Mr. Leon J. Clark, chairman of the Board of Freeholders spoke for the proposed county charter, and Mr. George Durand, President of the Central Labor Council presented the opposition followed by discussion from the floor.

Helena M. Bergsma assisted by Miss Anna Regan gave the program.

Do we half appreciate the artists in our midst—probably not. Mrs. Bergsma gave a most pleasing rendition of "Ashes of Roses" by Constance D'Arty Mackay and two humorous selections.

Miss Regan is a versatile little dancer and equally pleasing and graceful in her classic and her housing stamping Spanish dances.

—o—

Reception Committee for November

Olive Bledsoe
Mrs. A. M. Jessen
Eloise Cushing
Dr. Lillian Shields
Leoma Heanus
Helen Callaham

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and

Judge Edward J. Tyrrell

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November 2, 1926

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FROM MIAMI.

"Miami, Fla., October 14, 1926.
"Business and Professional Women's Club,
"Oakland, Calif.
"Dear Friends:

"The Business and Professional Women's Club, thro its President, Miss Mary Marr, wishes me to extend to you our very sincere thanks and deepest appreciation for the generous check so promptly forwarded, at a time of so great a need, and when our hearts were so heavy laden.

"While many of our members sustained considerable loss, we had no one in actual financial need, except in a few cases. One young lady who worked for a living did not even report for work at her position for five days, she was so busy cooking for a large number of refugees, huddled in a city hall at Hialeah, a little adjoining city, which was such a sad victim of the storm and water.

"In this aggregation of refugees, where there was scarcely standing room, and where several babies were born and five babies died in this girl's mother's arms in one night, this young girl stuck to her post like a real 'trooper', and fed that hungry, heart-broken crowd.

"This caused her a great financial loss, both by storm and water, and our club decided she was the most worthy with which to place your $100 check, and we feel it will do a great deal of good for this very worthy girl.

"Again thanking you for our club, I am,

"ADDIE F. FERGUSON,
"Cor. Secy B. & P. W. Club."

—o—

CONVENTION NOTES

Letters are coming in expressing interest in the coming convention. One from Miss Petraglio, Kansas City, tells of the strong boosting for a big Oakland delegation in that city, and having attended many of our club luncheons she is well qualified to speak of Oakland and our club.

IMPORTANT NOTICE

Your representatives on the Service Clubs Council — Carrie Hall and Zannette Potter—wish to announce the coming to Oakland of Captain John Noel, official photographer of the Mt. Everst Expedition who will show some 6000 feet of fascinating films at the Auditorium Theater on Saturday night, November 13, the proceeds to be devoted to The Students Loan Fund, the major project of the Council for the ensuing year. The club's cooperation is earnestly solicited in this most worthy project. Tickets are only $1.00, students at 50 cts. Secure them at the usual places or from Mrs. Hall.

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Three | Oakland, California, November 8, 1926 | Number Forty-six

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DINNER

THURSDAY, NOVEMBER 11, 1926
6:15 P. M. Sharp
ARMISTICE DAY PROGRAM

Gladys Barndollar, chairman of program for the month of November, will preside and introduce the speakers and announce the music numbers.

1. INDIAN DANCES by Gordon Grant and Vernon De Mars who have studied Indian dances and songs in California, Colorado, and Wyoming. These dances are absolutely authentic as are also the costumes. These boys will present:
   a. Medicine Dance.
   b. Scalp Dance, portraying the taking of a scalp by a young brave.
   c. Devil Dance.
      This dance portrays all the hilarities of drunken braves and is intended principally to wear off the effect of fire water.
   d. Omaha Prayer Song.

Interpersed in this program of dances will come the INTERNATIONAL QUARTETTE, composed of Albert Gillette, James Gerard, Willard Schindler, and Wymfi Jones.

At the close of this excellent offering MISS MARGARET MATHEW, Executive Secretary of the Y. W. C. A., will speak on her personal experiences in Red Cross Work in Siberia. She has many pictures taken the first ARMISTICE DAY in Siberia.

Make your reservations at once. There will be a record crowd. Ring Oak. 1470.

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Suzanne M. Chalmers
Victoria Escoffier
Mary Belle Guber
Ida W. Havlin
Maud E. Petersen
Josephine McClenegan, Executive Secretary

STANDING COMMITTEES

Appointed for each event.....Activities
Ora Pennington.....Civic
Olive Castle.....Decoration
Gladys H. Barndollar.....Emblem
Mabel Kuss.....Hospitality
Jos. McClenegan.....House
Zannette W. Potter.....Music
Isabel W. Dingwall.....Membership
Dr. Minora Kibbe.....Program
Mary B. Guber.....Reception
Bird M. Wilson.....Revision
Carrie Hall, Z. W. Potter } ..... { Service Clubs Council

THE HERALD STAFF

Zannette W. Potter.....Editor
Bird M. Wilson.....Asst. Editor
Laura E. Pinkston { Business Manager and Advertising

THANKS

The Directors of the Holding Company desire to express their sincere appreciation of the assistance rendered by the various committees in making the Hallowe'en Dance such a splendid success, and to thank those who so generously contributed prizes for card games, and especially to those who gave of their time and talent in the fascinating telling of fortunes. And to the club members, without whose presence no success can be attained, gratitude for their loyal co-operation.

SHALL WE WRITE SCENARIOS?

Yes, that is the question now in the club. And all to what end? Had you attended the business meeting last Thursday noon you would have been enlightened. However, viewing the matter in perspective it seems to resolve itself as follows: A letter was read from the Richard Thomas Productions, Inc., asking the club to endorse a picture dealing with the theme of the **business woman** and which if presented thruout the country would rebound to the credit of our club which is asked to submit the proper theme for assembling such a picture—in fact, to write scenarios dealing with the business woman and her problems for which prizes are to be offered. A resolution was offered asking that we first secure the endorsement and approval of the National Board to such a scheme and second to appoint a committee from our own club to work it out from the local end; third, the endorsement of the proposition by the club not to involve the assuming of any stock in the concern; stipulating that our club to receive 15% of the gross profits from said picture and at least a minimum of $7,500.00 to be paid by April 15, 1927. This resolution carried without a dissenting vote. Communication with the National Board seems to be the next step toward the fruition of the project which if successful to an appreciable extent will put the convention over next summer and go a long way toward making the club independent financially. Watch the Herald for further news on the subject.

REMEMBER

Mrs. Hall has tickets for the Captain Noel lecture and thrilling motion pictures on Mount Everest, next Saturday night, November 13, at the Auditorium Theater for the benefit of the Students Loan Fund. Price only $1.00.

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WOMEN IN THE NEWS.

Did you note that the new Providence Hospital, in all its greatness, was planned in every detail by a woman, a construction expert, and an engineer, a Sister of Providence?

Also, that the only woman Army Major, Julia Stimson, was in San Francisco on official business last week?

—o—

DOES IT PAY?

Does it pay to advertise in the Herald? Results are instantaneous. One notice that plants were desired, and they poured in, Mrs. Laing and Mrs. Seccombe being the first to respond.

AMONG OURSELVES

Here is one club member who "proclaims from the house tops" her appreciation of the Herald. Mrs. Laing says she reads every word of it every week. Think of that!

Jean Morkem fell and broke her leg last Saturday while painting her cottage at Guernewood Park, on Russian River. She is now at Central Hospital, and will be glad to see her friends while convalescing. Too bad, Jean. Hope the Work men's Accident Commission takes notice.

—

Again the Book Review Section is modestly gratified to be up to date, if not in advance. The principal book review in last Sunday's Chronicle, "Less than Kin", was reviewed before the Section at the last meeting. The next program will be equally interesting, on Saturday, November 13th, 1:30 p. m.

—

Next Holding Company Dance will be given Friday, November 12th, resuming the usual date, the second Friday in the month. Elizabeth Clow will be chairman. The Hallowe'en Dance just whetted the appetite for more. Note "Harvest Moon Dance" in your calendar, November 12th.

—o—

JUNIOR JOTTINGS

Tuesday, Nov. 2nd, the Juniors elected the following officers for the coming year:

Alice Bonchet, president; Viola Bocca, vice-president; Bernice Smith, secretary; Claire Adams, treasurer; board of directors, Harriet Bakewell, Marion Claire, Liela Marchus.

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PHILOMELS

Will meet for an important rehearsal of Christmas songs on Tuesday night, November 16 in the Sunset Room of the Club. Every member is expected to be present. Promptly at 7:30 p. m.

—o—

CONVENTION BROADCASTS

No matter how much turkey you may eat on Thanksgiving, and all the "fixin's", you have another feast awaiting you the day later. The National organization is sending us Adelia Prichard, former President of the National, and under whose leadership and management the national convention was carried to success at Portland, Oregon, to give us just what we need at the start from her valuable experience. It will be a real Convention Dinner. Lots of important guests! The first at the convention thrills! Save the date, November 26th, 6:15 p. m.

—

"On to Oakland" Committees are being formed in many States already. Iowa, Illinois, Ohio, Kentucky, Missouri, and Nebraska are planning large delegatiions, and inquiries are coming in about Yosemite and other side trips after the convention.

—

Mrs. Vernon Rose, member of the San Jose Business and Professional Women's Club and one of the reception committee for the National, was a guest with her husband, at the Holding Company Hallowe'en Dance.

Mrs. Rose says she already has assurance from many friends in the East that they will be here for the National Convention next July.

—

Mrs. Laura Pinkston, chairman of the special arrangement committee, has appointed a "comfort committee" which will furnish a large rest room and writing room and otherwise prepare for the comfort of our visitors at the National Convention next summer. Mrs. Lillian Mills is chairman, assisted by Miss May Stoddard, Mrs. M. K. Ogden, Mrs. Charles Seccombe, Mrs. Louise Kurtz, Miss Florence Bussel, and Mrs. J. H. Barker.

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ATTENTION!

Dear Fellow Club Members:

Our next child, Convention Fund, needs your help, if he is to grow to full stature. At present he is rather puny. You'll have an opportunity to help, and at the same time to be well entertained by a charming and unique program which will be presented in our auditorium Monday evening, November 15th.

Four episodes, representing four periods in American development, 1776, 1826, 1876, and 1926, with costuming, music, and dancing characteristic of the period, will constitute the program. In addition, Josephine Swan White will introduce each episode, and after each will delight you with her choice cantillations. Walter Bundy, the well-known choral leader, provides the idea and the dialogue; Alice Zwillinger, the dancers; our club and Mr. Bundy's club furnish the singers and instrumentalists.

And you, dear club members? —why, you furnish the audience.

The date, November 15th. Tickets, 50 cents.

Yours for the fund,

THE COMMITTEE IN CHARGE,

Blanche Stedman, Chairman.

Tickets are enclosed for your own use or sending to friends. If you collect the money for them please mark "Paid" on the back with your name.

—o—

Then consider this: In Turkey, the land of harems, a woman has been appointed Clerk of the Municipal Court of Constantinopde; after six months experience in this capacity she will be eligible for the position of Judge!

Customer — I want two tuna fish.

Grocer - You'd better stick to pianos, or something like that, a piano salesman can't tune a saxophone let alone a fish.

PHILOMELS FROLIC

The climax of fun and pollity war reached by this club section last Friday night at the home of Mrs. Barndolar in Dolores Street when thirty Philomels drew Hallowe'en back from his departure of a week ago and appeared en-costume enmasse. The decorations also bespoke of Hallowe'en which were the result of Anna Burr's deft hand assisted by Carrie Hall who assisted Mrs. Barndollar in receiving and entertaining the girls who came in every sort of fantastic costume befitting the occasion. After a sumptuous spread there was the March of the Grotesque with austere judges and 'neverthing that resulted in Mrs. Pinkston carrying off first pribze who was decked in a gay serape, sombrero, cigarette and all of the dashing caballero. Louise Scarper took secod prize with a yellow paper creation and for the booby offering Mrs. Myrtle Houtzman as the dainty bay simply "took the cake". A feature of the evening's program was an informing "expose" as it were of the manipulation of the marionette by Mrs. Slack and the Philomels had a regular singfest and a rehearsal for their participation in the Christmas program on December 16 at the club holiday dinner. It was late when the group reluctantly bade their hostess adieu. Those present included: Zannette Potter, Grace Maurer, Anna Burr, Ruth Gibson, Isabelle La Croix, Ada Angel, Louise Scarper, May Bunker, Louise Booth, Laura Pinkston, Carrie Hall, Frances Reiff, Jospehine McClenegan, Gladys Barndollar, Mabel Kuss, Bird Wilson, Mary Campbell, Inez Jorgensen, Jeannete Saunders Ida G. Swift, Mary Goodrich, Delena Randall, Anna Simpson, Mabel Little, Mrs. Emily Slack, Evelyn Louise Nidiver, Willie May Bridge, and Miss Garrison.

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Three | Oakland, California, November 15, 1926 | Number Forty-seven

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The happiest women, like the happiest nations, have no history.
—George Eliot.

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LUNCHEON

Thursday, November 18, 1926

12:15 Sharp

We are to have the pleasure of listening to our club member, Hazel Lamberson, who will announce her own subject.

Short talks on the National Emblem and what it means to you, by Gladys H. Barndollar and Mary B. Guber, Emblem Committee.

Community singing.

Come one, come all. Let's fill the room to overflowing. It is in this manner we develop some fine public speakers.

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ZANNETTE W. POTTER
Founder and Editor

Central Bank Bldg. Ph. Lakeside 1354

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Subscription Price $1.00 pea year

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Phone Oakland 1470

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Jos. McClenegan.....House
Zannette W. Potter.....Music
Isabel W. Dingwall.....Membership
Dr. Minora Kibbe.....Program
Mary B. Guber.....Reception
Bird M. Wilson.....Revision
Carrie Hall, Z. W. Potter } ..... { Service Clubs Council

THE HERALD STAFF

Zannette W. Potter.....Editor
Bird M. Wilson.....Asst. Editor
Laura E. Pinkston { Business Manager and Advertising

PHILOMELS

Will meet next Tuesday night (tomorrow) at 7:30 p. m. in the Sunset Room for an important rehearsal of Christmas songs for the club Christmas program of December 16.

Every Philomel expected to be present.

A TOUCHSTONE.

An annual event of interest to our East Bay district is the Christmas Sale and Exhibition held by the California School of Arts and Crafts, of Broadway and College Avenue, Oakland, in the ballroom of the Hotel Oakland. This year it is to be on December second and third.

Its main purpose is to provide a touchstone whereby the students may test the originality and skill of their work. The event brings them in contact with the public. It offers a concrete experience as to what the public wants. The sometimes all too fertile ingenuity of the student mind is disciplined by the experience to aim at the practical, the useful and marketable.

The high standard of workmanship insisted on by the School assure the quality of the articles offered. The lusty creative originality of the student mind produces merchandise of extremely interesting design, often well worthy of study by the work-weary professional, and always refreshing.

A wide variety of objects of Art and Craft fill the various booths, as well as plates of designs for costumes, interiors, furniture and textile patterns. The 16th century costumes and decorations lend delightful color. Many of the articles displayed are contributed by well-known professionals—friends and graduates of the School.

All members of the Business and Professional Women's Club are cordially invited to attend the event next December 2nd and 3rd, as well as a series of lectures to be announced later. These lectures will constitute a regular program offered by the Society of Arts & Crafts, which contemplates gathering into an effective group all those who value good taste in our surroundings, our homes and the objects of our daily use.

—From The California School of Arts and Crafts, Broadway at College Avenue, Oakland, California.

Inquire of Your Club Members

Lea Brunquist — Ada Elizabeth Porter
Isabel W. Dingwall — Eunice C. Prichard

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ATTENTION

How many MEMBERS know there is to be a THEATRE PARTY at FULTON PLAY HOUSE?

TUESDAY EVENING, NOVEMBER 23rd, 1926, is the TIME and DATE.

The chairman, HELENA M. GAMBLE, wishes to remind those who have taken tickets, and those who are supposed to take tickets, and those who want to take tickets that the time is going short.

We have 1000 tickets to distribute and they will be exchangeable at the FULTON PLAY HOUSE on Wednesday, November 17th. JUST ONE WEEK FROM TUESDAY.

Name of Play: **EASY COME, EASY GO.** Now leading lady, SHIRLEY GRAY.

The plan is that each member of this club shall take at least four tickets from Helena Gamble and as many more as they care to, this will put us OVER THE TOP 100%.

WE WILL OWN THE HOUSE THAT EVENING and if each member does her bit as requested above we will have an overflow, so LET'S GO! and increase our treasury and CONVENTION FUND to the tune of several hundreds of dollars.

EXPLANATORY: The members are not supposed to buy tickets from the other members, each member is supposed to have her name down in the BOOK as a supporter of this BIG PROJECT. You are to bring your friends. If you have sold tickets to any of the members please notify Helena so she will not bother that member.

AMONG OURSELVES

That fine Christmas candy can now be obtained at the club rooms. Wouldn't you like some of it for Thanksgiving? Only $1.30 for a five-pound can.

—

Sorry to report some of our members on the sick list. Elizabeth Montgomery and Barbara Lyon have been down with the fashionable "Flu", while Mrs. Duffield had to take a rest from a sprained ankle.

—

Save the date, December 16th, a real Christmas party, with Suzanne Chalmers in charge. Everything just as Christmasy as can be.

—

We waited a month for the International Quartette, but it was well worth waiting for. Their inspiring songs last Thursday evening, the rollicking spirit and general gusto of their performance, filled us with real musical enthusiasm.

The Indian dances of Messrs. Grant and De Mars carried us right into the land of warriors before the pale face came, with realistic impressiveness.

And Margaret Mathew's talk on Red Cross work in Siberia impressed one deeply with the wonderful work women can do in emergency, and the international spirit that animated this country in its voluntary gift to the Russian people of all classes in that great relief work, to the amazement of the people that it was not managed by taxation. That spirit can never be vanquished.

—

Mrs. Ethel Bayliss Presher, of the Arrow Towel & Laundry company, is one of the new Philomels whose name was inadvertently omitted from the list of guests who attended the Barndollar party last Friday night.

CONVENTION BROADCASTINGS.

Interesting replies are coming in from our first letter of invitation sent to all the clubs in the National, some 800. They all report being "thrilled" over the idea of coming.

The delegation from Virginia will challenge us with their song, "The Roses nowhere bloom so sweet, as down in Virginia."

Even the small towns are planning to send a delegate at least. One in Pennsylvania is already planning for funds.

—o—

The next meeting of the Convention committee chairman and vice-chairman will take place in the club house Monday, December 6, at 7:30 p. m.

—o—

Miss Blanche Stedman has been appointed chairman of the National Convention community singing and Mrs. Alice Irwin vice-chairman.

—o—

JUNIOR JOTTINGS

Bernice Smith is planning an especially interesting social for our next meeting, Nov. 16th. This will be President Bakewell's last night to preside over a meeting before her term is over and we hope to have a good attendance in appreciation of her term in office and her friendship which everyone has enjoyed.

Get there early for glee practice. 7:30 p. m. sharp.

VIOLA BOCCA, Sec'y.

—o—

MUSIC—A GREAT FORCE

Music has many uses that are neglected.

A great French doctor managing a hospital built by the Rothschilds in Paris for children says delicate children should always be awakened by the sound of gentle music, not by rough shaking or calling.

In factories where cigars are made, music speeds up the work, keeps the people cheerful and increases the output.

Many years ago, kings discovered that when they had music, bands playing fighting tunes ahead of the soldiers, the solders did their killing more enthusiastically and extensively.

THE THOUGHTS YOU THINK TODAY

By James Edward Hungerford

It is futile, friends, to worry
Over past mistakes and "frets";
Only gets us in a flurry—
Fills us full of "vain regrets";
Yesterday is gone forever—
Let its troubles fade away;
Now's the time to make endeavor—
Take a brand-new today!

No use thinking of tomorrow—
Look not forward filled with fear;
Look not back with sighing sorrow—
Seize the moments that are here!
You will get what you are giving,
As the golden moments fit;
Now's the time to do your living
Now's the time to do your "bit"!

Put old past mistakes behind you;
Let old "riles" and trials take flight;
Don't let former failures blind you
To the present's promise bright!
Just go bravely forward, knowing
That success is on the way;
You'll be reaping what you're sowing—
From the THOUGHTS you think TODAY!

—o—

WHY HE FAILED

Too much talk, not enough walk.
Too much sigh, not enough try.
Too much blow, not enough go.
Too much blink, not enough think.
Too much mope, not enough hope.
Too much shirk, not enough work.

Knocking in an individual is as much a lack of power as it is in an automobile.

Never throw mud. You may miss your mark, but you will surely get your hands dirty."—Exchange.

JUNIOR JOTTINGS

Eva Stromberg writes the editor of the Herald a very appreciative letter asking for space in our little club paper to thank all club members who chose to be so kind during her recent illness. Flowers, books, cards and messages of various sorts thrilled and cheered our Eva—for all of which she is most grateful. Yes, and the Herald came in for a great big word of thanks—it was the Herald, Eva says, that brought the club doings and club members right to her very bedside. Glad you are better now, Eva.

—o—

Entertainment tonight for the convention fund. Mr. Walter Bundy, well known choral leader, presents a unique program: Josephine Swan White will introduce the episodes and also give cantillations; Alice Zwillinger will have charge of the dancing.

Blanch Stedman, chairman, and her committee assure you a delightful evening. Tickets fifty cents.

—o—

GIRLS, LISTEN TO THIS!

The woman who conceals her age is a public benefactor, Dr. Eugene Lyman Fiske, medical director of the Life Extension Institute, told the conference of the New York State Federation of Women's Clubs today.

"Through her determination to stay young in face and figure," he said, "she has set up higher health standards for men as well as for her own sex."

Some rules he advanced to guide women in staying young were:

Take no poisons, including alcohol and tobacco, into the system; bathe daily, including the face; have kindly thoughts daily "for your own sex and extend them with discretion to members of the other sex," and "don't be afraid to marry—married women live longer than spinsters."

—o—

NAIL HEADS

Don't get your conscience dislocated.

People are living on the edge of disaster all the time.

Control, not only temper, but imagination.

Modesty and restraint are virtues now and always.

Would you like to lose a few pounds without impairing your health? Or would you like to gain a few pounds? Come in and we will tell you how you can obtain the desired result.

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Three | Oakland, California, November 22, 1926 | Number Forty-eight

Would we trade our day for any gone by?
No—no more than we would trade our individual troubles for anothers.
Whatever is, is best.

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GUEST DINNER

FRIDAY NIGHT, NOVEMBER 26, 1926

CHICKEN DINNER at 6:15 P. M. PRICE $1.00

Miss Adelia Pritchard of Portland, Oregon, will be our guest and speaker at our next dinner Friday, November 26, 1926.

It was she who put over the National Convention of the Federation of Business and Professional Women's Clubs so successfully in Portland, Oregon, and later served for two years as President of the National. You will greatly enjoy her message.

MUSIC

VOCAL SELECTIONS by the LADIES LYRIC TRIO

INSTRUMENTAL SELECTIONS by the CORRINIAN TRIO

Make reservations at once. Phone Oakland 1470

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THE HERALD STAFF

Zannette W. Potter.....Editor
Bird M. Wilson.....Asst. Editor
Laura E. Pinkston { Business Manager and Advertising

PHILOMELS

Please notice there will be no rehearsal this week — but save Tuesday night, Nov. 30, of next week for an important rehearsal of Christmas songs, for Christmas-dinner night, December 16. We can make a good showing if all will be present at this important rehearsal of Nov. 30. Kindly set aside this date permitting nothing to interfere with your being present at 7:30 p. m. in the Club Auditorium. Phone Lakeside 1354.

GOVERNOR NELLIE AN ENVOY OF GOOD WILL AND SENSE

There is comfort for plain, unostentatious Americans in the visit of Governor Nellie Ross aboard the train of Queen Marie of Rumania. Governor Ross has been so wholesome, both as a citizen and as the chief executive of a sovereign State, that we have reason to believe her contact with Marie will help to offset in the royal mind some of the memories of squabbling climbers and raucous, ill-mannered, self-appointed representatives of the American people.

The quiet effectiveness of Nellie Ross since she was first chosen as Governor has been a source of pride to Americans without distinction of party or sex. It has done more to justify the position of women in public life than the vagaries of "Ma" Ferguson have hurt it.

From Governor Ross, visiting royalty will learn something of real America, that America which does things worth while, and doing it indulges no vainglorious posturing.

Aboard the Queen's train Governor Ross is an emissary of good will and good sense.

—Editorial, S. F. Chronicle.

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Phone Piedmont 523

THANKSGIVING PROCLAMATION OF GOVERNOR

Governor Richardson has issued a proclamation declaring Thursday, Nov. 25, a legal holiday and day of Thanksgiving and prayer.

The governor's proclamation follows:

"In accordance with custom and the proclamation of the president of the United States, and by the authority given me, I, Friend W. Richardson, governor of the state of California, do hereby declare Thursday, the 25th day of November, 1926, a legal holiday and day of thanksgiving and prayer."

MUSIC GALORE!

The musical program for the Adelia Pritchard dinner next Friday night will feature THE LADIES LYRIC TRIO composed of Beatrice Sherwood, soprano, Helen Dupuich, mezzo, and Vinnie Bruce, alto. This charming group will sing three songs, namely "Let Me Call You Sweetheart", Friedman; "Swing Song", Bartlett; "Sleepy Bye", Winge.

During the dinner hour the CORRINIAN TRIO will dispense lovely instrumental music, rendering the Andante Cantible by Tschaikowsky, and Serenade by Chaminade; also a group of familiar airs which we will all enjoy. This group includes Geraldine Gilchrist, violin; Doris Finger, cello; and Audrey O'Bren, piano.

Is not the musical program alone worthy of your reservation. And to think of hearing Adelia Pritchard whom we all love and admire should warrant a packed house on that evening. Only an early reservation will save you embarrassment.

Z. W. POTTER, Ch. Music Com.

HERE'S YOUR CHANCE!

Send in ideas for a motion picture dealing with business women. If you have but one incident in mind that is strikingly interesting, send that. If you have an outline of a story complete, send that.

A prize of $50 is offered for the best outline of a complete story, and five prizes of $10 each for the best narration of incidents. All material must be in by December 12th.

Address The Picture Committee, Club Rooms, 1608 Webster Street. The material sent in will be transmitted to the Motion Picture Company for judgment.

ELIZABETH CLOW, Chairman.

AMONG OURSELVES

A pleasant and bountiful THANKSGIVING to all good readers of the Herald. Count thy blessings with fervor on that day—we have manifold things to be thankful for.

—

We are finding out that we have many good speakers among our members. Last Thursday's meeting added Hazel Lamberson and Willie May Bridge to the list.

—

The Sesqui Centennial Music and Dance Tableau program, in our hall last Monday evening, depicted in a realistic and delightful way the changes in dress and costums in our country since the days of 1776.

Congratulations to the San Francisco B. P. W. Club on the clever acting in the three one-act plays presented last Tuesday evening; and the Fashion Show of gowns of other days was a scream. Wonder what we'll be wearing when we are laughing at our present garb?

—

Hermine Kruger wishes to remind us again of the delicious Christmas candy on sale at this time. Only $1.30 a can of 5 pounds. Leave or phone order at the club.

—

The next dance given by the Holding Company will take place on Friday night. December 10th and promises a real holiday atmosphere. Plan now to be there to enjoy the Christmas fun.

Don't forget the big Christmas dinner on the following Thursday, December 16th. Miss Chalmers and her committee are leaving nothing undone by way of program. You'll surely enjoy it.

—

Mrs. Farrar has been quite ill with a severe cold but we are all glad to hear that she is now on the canvalescing list.

—o—

THEATER PARTY

Mrs. McClenegan asks that an urgent consideration be given to the Theater Party for tomorrow night—announcing that several more tickets must be sold to insure the success of the affair. All those who contemplate going ring her at the club—Oak. 1470 and also that you can buy tickets at the theater box office that evening. Remember the play is EASY COME, EASY GO and it is urged to be easy with your money on that night and buy one or more tickets for the play. You know the Club will want to make some money on this theater party—it will if you do your part. Remember the date TOMORROW NIGHT—TUESDAY, NOVEMBER 23, at 8:15 when the entire house will belong to the Club.

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JUNIOR JOTTINGS

There will be no Glee class November 23, but we want to have as many as possible practice at the next meeting and hope as many will be there as were at the practice before our last social. Miss Chalmers thought we did so well. Why not keep up the good work?

Let us begin to broadcast our Snow Dance for Dec. 3. Our dances are becoming more interesting to everyone.

—o—

BOOK REVIEW SECTION DOINGS

Please notice that the next meeting of Book Review Section will be advanced to December 4th, for the special purpose of assisting in the purchase of Christmas books. A review will be given of new books suitable for Christmas presents for all ages. All welcome, and guests.

Remember the date, Saturday, December 4th, 1:30 p. m.

At the close of the Book Review program the P.O.'s will serve tea and have a social hour, welcoming Mary Barmby on return from an extended trip.

—o—

What a comprehensive outline of H. G. Wells' latest book, "The World of William Clissold", was given by Mrs. Reid at the last Book Review. The other books delightfully reviewed by her were, "The Story of Philosophy" by Will Durant; "My Mortal Enemy" by Willa Cather, and a frothy dessert, "Nize Baby" by Milt Gross.

NEWS

It is reported that John C. King of San Francisco has gotten patents for a fluid which he claims will extinguish forest fires if sprayed on by aeroplanes.

The fluid can be manufactured at a very low cost and if it is found to be practical it will save the State from the summer scourge of forest fires.

—o—

LIFE'S DAILY DOZEN

For the benefit of those who would delve into the future, the state government today produced "Life's Daily Dozen," representing the important milestones which mark the career of the average Californian.

As computed by state statisticians, educators and research experts, here's what happens to that fictitious character known as the average man:

He gets his first teeth at 7 months.

He begins to walk at 1 year of age.

He talks at 15 months.

He goes to school at 6 years of age.

He leaves school between 15 and 16 years.

He earns his first money at 14.

He is self-supporting at 20.

He gets his first automobile at 21.

He marries at 25.

He reaches his greatest financial prospect at 26.

His family circle is complete at 30.

He dies at 53.

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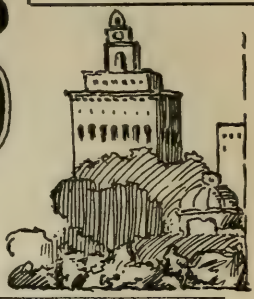
BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Three | Oakland, California, November 29, 1926 | Number Forty-nine

Why wilt thou defer thy good purpose from day to day? Arise, and begin in this very instant, and say, "Now is the time to be doing; now is the time to be striving; now is the fit time to amend myself."—*Thomas a' Kempis.*

LUNCHEON

THURSDAY, DECEMBER 2, 1926
12:15 P. M.

BUSINESS MEETING

Something important always takes place at our regular monthly business meetings. Therefore it does not pay to miss one of them.

Be on time, however. The luncheon is scheduled for 12:15. Why not sit down at that time instead of coming up the stairs at 12:30 or later.

Come on now, EVERYBODY come early next time.

This is your meeting—get your full time of it.

Ring the club **now**—Oakland 1470.

The plate 65 cents.

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Zannette W. Potter.....Editor
Bird M. Wilson.....Asst. Editor
Laura E. Pinkston } Business Manager and Advertising

OUR THEATER PARTY

Here is how it was;
Good play,
Good players,
Good laughs,
Good lesson, (you've got to bluff a bit)
Good house.
Brilliant audience. Did you note the many familiar faces?

When we give another theater party who will be the committee?

H-E-L-E-N-A G-A-M-B-L-E.
(L.E.P.)

BEAUTY AND UTILITY

Two men who know a great deal about scientific city planning and who are unselfishly desirous of Oakland's supreme success told a representative group of citizens at the Athens Athletic Club the other day how the people here can make Oakland one of the most beautiful cities on earth. The speakers were Hugh Pomeroy, secretary of the Los Angeles County Regional Planning Commission, and Fred E. Reed, Oakland realtor, who has recently returned from a study-tour of the principal European cities where he consulted with the local city planning engineers.

They spoke of beauty and utility as though the two words meant the same thing. And obviously they were right, since beauty and utility are Siamese twins. When one is sick the other suffers. They know this. They know that a building ingeniously planned to give a maximum degree of utility is beautiful even though unornamented.

The essence of the message conveyed to the people of Oakland at the Athens Athletic Club was that city planning, worked out in harmony with East Bay regional planning, will not only make Oakland extremely beautiful but extremely successful. It will save the money of the taxpayers. It will spur city growth and stimulate all kinds of private business. It will help the city to expand industrially and commercially. It will make it an even more pleasant place in which to live.

The people of Oakland will be wise if they all concentrate their minds now seriously on the subject of city planning and give their support to the groups of public spirited citizens who voluntarily are devoting such intelligent study to the important question.

"I wish," objected an old man with white whiskers flowing over his chest, "I wish that we could get some fast transportation in this country.

"I'm tired of having to ride a whole day just to go a thousand miles.

—o—

Mother—Now, children, don't quarrel. What's the matter?

Harold — We're playin' shipwreck, an' Susie won't go in the bathroom an' drown herself.

REMEMBER!

That last year at the Christmas party quite a number of our members could not get seats at any table, as our auditorium was over crowded, and many seeking reservations on the last day had to be refused. So make your reservations RIGHT NOW for the dinner of December 16, lest you wish to be among the foolish ones of whom it is said "Too Late".

A very fine program is being prepared, in two parts, the first dignified and beautiful, with Processional, Christmas Ballet, fine music and other good things; the second part a jolly Jinks—just what, we won't tell.

And with it all, one of Mrs. Nattinger's best dinners!

AMONG OURSELVES

House committee asks if any one has a hall hat tree. One is needed in the Garden Room very badly and it is hoped some one has this needed bit of furniture and will be willing to donate same to the club—make it a gift from Santa Claus. Or, will some one buy a hat tree and put it on our annual Christmas Tree? The house committee will say **Thank You.**

—

Zannette W. Potter was a visitor and guest of the San Francisco BPWC last Tuesday night. Theirs was a gala night celebrating Thanksgiving most appropriately in menu, program and dances. Over one hundred enjoyed an exceptionally pleasant evening with guests from the Women's City Club, the Women's Traffic Club and others. The transbay club now has a live, active membership of 291 members and more joining every day—they have set 500 members for their goal this year. Miss Ida J. Lord is making an efficient and popular president.

—

The French class meets every Tuesday and Thursdays at the club for luncheon. On the former day the members study from a text and the latter day is devoted to conversation. Want to join? Leave word at the club. Fun and culture combined!

—

We have two good stores to rent. Does any member know of a tenant? Remember the town is coming this way and some business person will be lucky to get settled in our club building. Property values and rents are increasing on this street day by day.

—

Have you yet bought your allottment of Xmas candy? Plenty of it available at the club at $1.30 per can. None better—wholesome and cheap.

—

Saw Jessie Eckles at the S.F. club the other night. Intends joining there for Jessie has taken up her residence across the bay. Jessie, we will miss you greatly. You are one of the finest girls ever.

Will the Philomels remember the important rehearsal on Tuesday (tomorrow) night? Necessary for every Philomel to be present.

—

Do you know that the New Contra Costa Laundry, originally the first steam laundry in the west, is one of the largest industries in the East Bay. Some of our members accepted the invitation of Mrs. Maude Asher, a club member, extended recently through these columns to visit the plant. Mrs. Asher will be glad to call for any one who desires to go and see what a marvel an up-to-date laundry is. Call Fruitvale 6600 for an appointment.

—

Our president, Ella Saylor, who was recently elected a member of the Camp Fire Girls' Council entertained three hundred of the girls at the home of "Miss Saylor's Chocolates" on last Saturday afternoon.

As they inspected the tons of materials, saw the great machine beaters, and the method of packing and shipping. they were told how the factory had grown from a little batch of fondant beaten on a meat platter with a spatula in the Saylor kitchen a few years ago.

Each girl was made to feel anybody could do it and given a vision of how great things from small beginnings grow.

—

The next dance, December 10. is heralded as a "Sleigh-bell Dance", with Anna Burr, Sue Bradley, Grace Maurer, Louise Booth, Esther Goodwin, Ruth Gibson, Mary E. Goodrich, Vera Williamson. Henrietta Grosso. and Ethel Presher as hostesses and Bird Wilson as Chairman. Mark the date in your calendar.

—

Miss Saylor recently appointed Zannette Potter to serve as publicity chairman for the club on the new State Federation paper called. for the first issue THE BUSINESS WOMAN which will make its bow to the club women of the state just before the Christmas holidays. If there should be any one who would like to advertise in the new paper the rates are $1.50 per inch. The paper will be read by more than four thousand women and sold on news stands for 10 cts per copy. If interested ring Lakeside 1354.

—o—

SOCIAL EVENT

On Saturday, December 4th, at 1:30 p. m. a special program will be arranged at the meeting of the Book Review Section.

Mrs. Minerva Judson, of Dalton Bros., will describe the outstanding books suitable for Christmas gifts for adults. Mrs. Judson is in charge of the new book department being opened in Barber's, by Dalton Bros., and is eminently qualified to tell us just what we most wish to know in this line.

Mrs. Constance Mitchell, of Sather Gate Book Shop, will tell us of the best books for children. Mrs. Mitchell has made a specialty of libraries for children, and speaks with real authority.

Claudine DeToy will give the Current Events.

After this rich feast, the P. O.'s will serve tea in the Garden Room, and during the social hour there Mary Barmby will tell us something of her recent trip through the South and extending to Panama; Dora Cooley will give us one of her delightful readings, and Irma Randolph will favor us with her lovely singing of Christmas songs.

All members cordially invited, with guests if you like.

—o—

ART EXHIBITION

A number of our members are warmly praising the exhibition of paintings by Miss M. De Neale Morgan, of Carmel, at the Hotel Leamington. Miss Morgan is a Californian of whom we may well be proud, the strength and vital character of the handling of her subject being especially noted by the critics. The exhibition will continue until December 15th. This is an opportunity right at our door.

—o—

IN THE STAGECOACH DAYS

An oldest inhabitant remembers there was a time when a man who rode his bicycle at ten miles an hour was called a scorcher.—Pittsburgh Post.

CONVENTION BROADCASTINGS

Orders are coming in from various parts of the country for our convention song, "West, West, West in California".

Honolulu is planning to send a delegation to the convention.

The editor of Independent Woman says she loves the pictures we are sending of Oakland, and therefore already loves the city.

As we go to press, the dinner with Adelia Pritchard as honor guest, promises to be a record one, with club women coming from San Francisco, Berkeley, Richmond, San Jose, and even Dr. Morse from Los Angeles, coming special to meet her friend, Miss Pritchard.

BIRD M. WILSON,
Publicity Chairman.

—o—

Convention Committee Meeting

All chairmen and vice chairmen of convention committees are requested to meet on Monday evening, December 6th, at 7:30 o'clock, and to bring reports of work done so far.

MARY B. GUBER,
Gen'l Chairman.

—o—

ABOUT WORKING WOMEN

It is not generally realized that one out of every five working women is under twenty years of age. Two-fifths of the women who work are less than twenty-five years old. Another two-fifths are between twenty-five and forty-four years old.

—o—

Lifeboats are now being fitted with small cabins, in which are installed wireless transmitting and receiving sets.

—o—

All the hot air doesn't come from the sun.

—o—

"Where there is a will there is a way," cried the villian as he threww his great uncle into the well.

WOMEN TO LAY CORNER STONE

Examiner, Nov. 15th. — The dream which six thousand San Francisco women have carried about with them for two years, will come to life next Friday.

The thousands of women, members of many organizations, who have been affiliated for two years in the Women's Building Association and who have worked to bring it to completion, will gather Friday at the Sutter and Mason site to take part in the cornerstone laying of the Women's Building.

At the completion of the speeches, the great block will be rolled in place, and sealed beneath it, for the eyes of clubwomen of the future, will be the story of the Women's Building.

—o—

A LITTLE MIXED

A young bride asked her husband to copy a radio receipt for her. He did his best, but got two stations mixed. One was broadcasting daily dozens, and the other receipts. This is what he took down:

"Hands on hips, place one cup of flour on the shoulders, raise the knee and depress the toes and mix thoroughly in one cup of milk. Repeat six times. Inhale quickly 2½ teaspoon full of baking powder, lower the legs and mash two hard-boiled eggs in a sieve. Exhale, breathe naturally and sift in a bowl. Attention! Lie flat on the floor and roll the white of an egg backward and forward until it comes to a boil. In ten minutes remove from the fire, and rub smartly with a rough towel. Breathe naturally, dress in warm flannels and serve with soup!

—o—

TEN DEMANDMENTS

An employer once posted what he called Ten Demandments in his shop. The first Demandment read as follows: Don't lie. It wastes my time and yours. I am sure to catch you in the end, and that is the wrong end.

—o—

PATRONIZE OUR ADVERTISERS—TELL THEM YOU SAW IT IN THE HERALD.

THE PASSING SHOW.

Life thou art strange, the passing show
Reveals such change as on we go,
The actors come upon the scene,
Each plays his score, the good or mean;
Each has his spotlight in his day
Just for a moment—then goes his way;
They come, they go few leave behind
A record of themselves, or kind,
And yet each one fills some small place,
And if each record we would trace
We'd find, tho seeming base the part,
Each is the idol of some heart,
Each has his following in his day,
And on and on—still goes the play.

—o—

Advertise in the Herald.

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OFFICIAL PUBLICATION of the
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lume Three | Oakland, California, December 6, 1926 | Number Fifty

Wisdom is knowing what to do next;
Skill is knowing how to do it;
And Virtue is doing it.

—*David Starr Jordan.*

e Gray Shop

Oakland Berkeley Long Beach

PAILLETTES
SHED BRILLIANCE
ON FRENCH
DINNER
GOWNS

Paillettes and lovely jewels form clever, sprinkly designs over the evening mode. Our collection of imported gowns which has just been unpacked, presents the new Parisian elegance so appropriate to the smart world.

They are truly gems of individuality and smartness—

LUNCHEON

Thursday, December 9, 1926

12:15 sharp

The Plate 65 cents

Miss S. M. Chalmers, December program chairman, announces MRS. FREDERICK C. TURNER, speaker on this date.

Mrs. Turner has recently returned from a year's sojourn in Europe, where she had the privilege of attending the League of Nations Council while at Geneva, and will give us some high lights of that interesting occasion; also, some of her impressions of conditions over there.

Give Mrs. Turner a hearty welcome and make your reservation in ample time to assure a good seat.

Ring Lakeside 1470.

A wonderful variety of Christmas Gift Candies and Confections are awating your selection at

The Venus, Inc.

Oakland, Calif.

Restauranteur 1422 Broadway
Confisseur Phone Lakeside 5268
Service from 7 a. m. until Midnight

Phone Oakland 82
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Zannette W. Potter.....Editor
Bird M. Wilson.....Asst. Editor
Laura E. Pinkston } Business Manager and Advertising

PHILOMELS

Had a wonderful practice last week for the Christmas program. Good attendance and much accomplished. No practice this week—but on Monday night, December 13, there will be the last important final rehearsal—do not miss it. Remember we sing on Thursday night, December 16, and it will be necessary to have everyone present on the thirteenth. 7:30 is the hour. Please be on time.

Z. W. POTTER.

WHAT DO YOU WANT OUR NATIONAL ORGANIZATION TO MEAN TO YOU?

Adelia Pritchard told us last week that it can never be any bigger or finer, or mean more than it means in the heart of the individual member.

It is **not** just a group of national officers in New York, but the thouands of members scattered over the United States.

Your membership card is something more than a receipt for dues. It is a contact with the great organization that means "better busines women in a better business world". It means the building of a more solid foundation for women in the business world.

"It is nothing new for women to work. They have always worked. The wonderful thing about it is that now they are being paid for the things they do." (Mary Stewart, national officer) Women first went out blindly and stumblingly into the business world, and almost hopelessly worked to gain places and recognition. They stood almost alone. There was no organization they could turn to with confidence to support them, no body of women standing shoulder to shoulder who understood their problems. That is one of the things the national federation has built up for us.

It is the only national organization built up without paid organizers; it has been built with the service and sacrifices and love of the women who felt the need and the use for it.

We, who now enjoy its great privileges, and who now stand with every door in the business and professional world open to us, and may go where we will if we have the vision, and the courage, must build for future generations of business women, not only in our own country, but in all others. The cry is coming from every nation to the women of America who have gone so far along the path, for guidance.

There are still new trails to be blazed in our endeavor for economic independence. The success of one woman is an inspiration to another.

To know each other, and each other's work, in the community, in the State, in the nation, in the wide world, and through knowing, to understand one another's needs, and become a union of the vast number of women with the same ideals, the same goal. Is that what it means to you?

—BIRD WILSON.

EUROPE 1927

SMALL CONDUCTED PARTIES
SEE
MRS S. R. MORAN
HARRISON HOTEL LAKE. 1900

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Christmas Gifts
that appeal to lovers of the unusual
Franklin at 19th St.; Oakland

NEXT DANCE.

Sleigh bells a-ringing!
Light hearts a-singing
Of the gay, glad Xmas time!

Miss Bird Wilson, dance chairman, assures everyone that sleigh bells will ring as the dancers trip the light fantastic on next Friday night, Dec. 10, in our more beautiful ball room. And new features will be introduced—a surprise to all.

Invitations are in great demand, but members, of course, will not need them.

AMONG OURSELVES

Dr. Shields is off for a five months' trip—actually going to run away from us for a time, but we'll have to forgive her when the attraction is a trip around the world. She'll be back before convention, though, and will bring reports from the business women of many countries, as the National President, Miss Phillips, has appointed her the official representative of our national organization in foreign countries. Can't you just see the B. P. W. Clubs springing up in every country after her visit?

In Honolulu a club is already in existence, and a loyal member of the National. They are planning to give the doctor a royal good time during the hours she can remain with them.

Dr. Shields and her daughter, Arola, will sail on the S. S. Cleveland, Dollar line, at four o'clock Saturday, December 4, and will stop first at the BPWC club in Honolulu and will spend Christmas at sea. Dr. Shields will spread convention gospel wherever she goes and will be back in Oakland in the latter part of April.

Dr. Shields gave a dinner to the Board of Directors of the Holding Company of which she has served as president since the erection of our club building at the Peacock Inn on Friday evening, December 3, of last week. This was the last meeting of the board for the year and as a farewell to her fellow workers in the erection and maintenance of our beautiful club building. Congratulations and good wishes go with the good Doctor on her trip from the club members. No one has served her club more unsparingly and unselfishly than has Dr. Shields and her services have been invaluable at a time when straight thinking and economy were most needed.

—o—

Better scouts than the San Jose and Berkeley B. P. W. C. girls can't be found. Despite the heavy storm about a dozen came from San Jose to the convention rally with Adelia Prichard, and an equally large number from Berkeley, including Miss Woodall, chairman Northern District of State Federation. Alameda Club, too, recently joining the National, was finely represented.

—o—

Jean M. Morkem asks the club in a nice letter to accept her most sincere appreciation of the beautiful flowers sent to her at the Central Hospital. Is getting along just fine, she says.

—o—

CONVENTION BROADCASTINGS

The Chairmen and Vice-Chairmen of Convention Committees met with Adelia Prichard last Saturday at luncheon, for a heart to heart conference about preparing for a national convention. We were highly complimented for the amount of work already done, and assured of the hearty co-operation of Oregon and Washington and Idaho, who have been through the experience.

She says there could not be a finer convention setting than has our auditorium.

Also, that the business women gained a high place in the estimation of the business men and the community at large by the manner in which they carried out the convention at Portland, Oregon; that while it means work and at times discouragement and fears, the result is a lasting joy, as it places women on a firmer foundation in the business world at large.

It was good news to hear that the National is in such good financial condition, having paid off all but $6000 of a total loan of $21.500 made in 1921 by various clubs, and has more than sufficient on hand to pay all indebtedness.

Just ask any of the service clubs or large organizations of men what they pay as national dues? Our little $2 will look pretty small then.

From Baltimore, Maryland, comes a request for reservations for fifty. And Fort Scott, Kansas, is planning to send a large delegation.

Superior Ice Cream
+
Superior Service
=
Satisfaction

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Oakland 1200

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The paper lovely to use
The box lovely to keep
Ask to see them
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Pen and Pencil Sets
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STATIONERY
CO.
407 - 15th St., Oakland

NEWS

In Paris the Salvation Army has just opened the Woman's Palace, the cheapest hotel in the world for working girls. It has 743 rooms, each with running water. The rates from 8 to 15 cents a day. Lunches 4 francs each.

This is not a charity, but a self-supporting institution. A step in the right direction.

—o—

In New York City John D. Rockefeller, Jr., is building an apartment house covering an entire block to provide working people with good homes at modest cost. Large, light rooms, playgrounds and gymnasiums for children, and a central garden court are features.

In California we still have space for gardens for each home.

—o—

RESULTS AND ROSES

The man who wants a garden fair,
Or small, or very big,
With flowers growing here and there,
Must bend his back and dig.
The things are mighty few on earth,
That wishes can attain.
Whate'er we want of any worth
We've got to work to gain.
It matters not what goal you seek,
It's secret here reposes:
To get results or roses.

—Edgar Guest.

—o—

HANDKERCHIEF AUCTION

The BPWC of Globe, Arizona, announce a handkerchief sale at their club on December 16. They ask handkerchiefs from celebrated people and members of other clubs. Proceeds will go to educational fund. They also ask if we would like some copper souvenirs for the National Convention. Mrs. Pinkston wishes that we would wave a few handkerchiefs down to Globe—they can be forwarded any time before the 15th inst. Send in your card and something about the donor or a verse or anything else to add interest.

JUNIOR JOTTINGS

Junior Installation Dinner

The Juniors will hold their annual installation dinner in the Garden Room on Tuesday evening, December 7th, at 7:00. The Seniors and their friends are cordially invited. Please phone reservations to Mrs. Nattinger.

The officers to be installed are Alice Bouchet, president; Viola Bocca, vice-president; Bernice Smith, secretary, and Claire Adams, treasurer. Directors are Harriet Bakewell, Marion Claire, and Lila Marcus.

Miss Bakewell and her officers are to be congratulated on their untiring efforts in managing the club affairs during the year closing.

We trust the Juniors will show their appreciation by attending the dinner 100%.

—

Our club member, Thames Mellick, who is spending the winter in New York City, writes us that she is having a wonderful time, but she still loves California the best.

—o—

Viola Bocca, Junior section secretary, wishes to remind that the Junior Glee Club practice will take place at 7:30 on December 14. Important that all be present.

—o—

Junior Club Song

(Tune of "Peggy O'Neil")

Girls from office
Girls from store
That's the Junior Club,
Girls from here and
Girls from there,
That's the Junior Club.
If you want to get in with a bunch,
We will give you a nice little hunch
Get 'riginality, add some pep-al-i-ty,
Join the Junior Club.

—o—

Reception Committee for December

Edith Bakewell, chairman.
Catherine Rucker.
Carrie Hall.
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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Three | Oakland, California, December 15, 1926 | Number Fifty-one

CALIFORNIA STATE LIBRARY

What do we live for if it is not to make life less difficult for others.
—George Eliot.

ANNIVERSARY DINNER AND CLUB JINKS

Thursday Night, December 16, 1926

The hour: 7 P. M. sharp.
The price: $1.25 per plate.

Suzanne M. Chalmers, chairman of the evening, conferring with Miss Saylor, club president, have decided to begin promptly because of the nature and length of the splendid program that has been assembled.

If club members and their guests are not in their seats they will miss the first joyous happy strains of the group of Christmas songs sung from the balcony by the Philomels and a small added group from the community chorus. And then will come the Processional winding in and out among the tables—an impressive feature always—which should not be interfered with under any circumstances. And so on *ad infinitum*—many reasons why we should begin *right on time.* Please co-operate in carrying out one of the best programs of the year arranged for your special enjoyment.

Read the program in detail on page 3 of this issue of the HERALD.

Better ring Oak. 1470 NOW lest you will hear: *Sorry but all the tables are filled. We can take no more.*" And that will be a pity!

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Big Reduction in All Departments
2500 Pairs of Ladies up-to-date styles
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Values up to $7.50
See our large assortment of Beautiful Holiday Slippers at 65c to $4.00 a pair
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SUPERIOR ICE CREAM
Puddings, Frozen Dainties
Phone Oakland 1200

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Thomas Florist Inc
Flowers are found in profusion here, and are deftly executed into novel and charming arrangements.

Miss Saylor's
Unusual Chocolates
Made in California
SOLD EVERYWHERE

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Official Publication of the

BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

ZANNETTE W. POTTER
Founder and Editor

Central Bank Bldg. Ph. Lakeside 1354

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Zannette W. Potter.....Music
Isabel W. Dingwall.....Membership
Dr. Minora Kibbe.....Program
Mary B. Guber.....Reception
Bird M. Wilson.....Revision
Carrie Hall, Z. W. Potter } ..... { Service Clubs Council

THE HERALD STAFF

Zannette W. Potter.....Editor
Bird M. Wilson.....Asst. Editor
Laura E. Pinkston { Business Manager and Advertising

PHILOMELS

MEET TONIGHT FOR FINAL REHEARSAL FOR OUR CHRISTMAS PROGRAM OF THURSDAY NIGHT. PLEASE BE ON TIME — NO LATER THAN 7:30 P. M.

Zannette W. Potter,
Director.

GOOD BOOKS

So many requests came in for copies of the lists of books discussed at the last Book Review, that we decided to print them in the Herald for the benefit of all. Mrs. Judson and Mrs. Mitchell very kindly prepared them for us.

For Adults: Fiction; Romantic Comedians, by Ellen Glasgow; Hangman's House, by Don Byrne; Show Boat, by Edna Ferber; Appassionata, by Fannie Hurst; Exquisite Perdita, by Barrington; Galahad, by Erskine; Dark Dawn, by Martha Ostenso; Ways of Escape, by Noel Forrest; It Happened in Peking, by Miln; The Silver Spoon, by Galsworthy; Joanna Godden Married, by Shelia Smith; Tides, by Julian Street; Cherry Square, by Grace Richmond; Sutter's Gold, by Centros; World of William Clissold, by H. G. Wells; Bellarion, by Sabatini; The Emerald, by Hilaire Belloc; The Chinese Parrot, by Biggers; Black Hunter, by Curwood; Understanding Heart, by Peter B. Kyne; Under the Tonto Rim, by Zane Grey; Dancing Floor, by Buchan; Penfold Adventure, by Paine.

Miscellaneous: Human Adventure—Conquest of Civilization, Vol. 1, and Ordeal of Civilization, Vol. II; Story of Philosophy, by Durant; Influencing Human Behavior, by Overstreet; Why We Behave Like Human Beings; History of World's Best Literature; Works of Anatol France; City of the Great King, by Cromwall; Turn to the East.

Art: Art of Rodin; History of Art, by Faure; Etching; Masterpieces in Color.

Biography; John Wanamaker; Letters of Horace Walpole; Through Many Windows, by Helen Woodward; The Man Nobody Knows, by Bruce Barton; The Book Nobody Knows, by Bruce Barton.

Travel: On the Trail of Ancient Men, by Andrews; The Arcturus Adventure, by Beebe; Galapagos, by Beebe; Here's Ireland, by Speakman.

Humor: Letters of Self-Made Diplomat to His President, by Will Rogers; Tom Masson's Annual; Among Us Cats, by W. E. Hill.

Poetry: Works of Edna St. Vincent Millay; Works of Edgar H. Guest; Works of Robert W. Service.

For Children: For Very Little Folk; Tailor and the Crow; Poppy-seed Cakes; A B C, by Fall; Alphabet for Boys and Girls, by Field; Little Ann. Between 8 and 10 years; Shen of the Sea; Pinocchio; Blue Fairy Book; Winnie the Pooh; Chi Wee and Loki (Indian Stories); Wonder Tales from Windmlll Lands; Tales of Laughter, by Wiggin & Smith. Older Boys and Girls—Hansel and Gretel; Magician of Science, by Hammond; Red Howling Monkey; Roses of the Wind; Paul Bunyan and His Great Blue Ox; Skazki; Last Days of Pompeii.

JUNIOR JOTTINGS

The Annual Junior Installation Dinner was held on December 7th and was very well attended. We enjoyed a delightful program and we have much to be proud of in our officers. both past and present.

Miss Bakewell thanked the juniors and seniors for the cooperation they had given her this past year. Miss Thorne, on behalf of the juniors, presented Miss Bakewell with a clock and thanked her for the loyal service she has given the club this past year. Miss Bouchet, the new president, expressed her appreciation of the honor accorded her, and asked the cooperation of the club in helping the Seniors in their plans for the convention to be held here next July.

Bessie Wood Gustason
(Bessie J. Wood)
A Woman Undertaker
2850 Telegraph Ave.
Phone Lakeside 49

DR. NUSBAUMER'S PASSING

It is a great shock to the community to hear of the passing of Dr. Pauline Nusbaumer—a great woman, known and beloved by hundreds of eastbay residents. The Doctor was a member of our club and of several other clubs that will mourn her loss. Her work for all civic and social projects that were for the betterment of mankind solicited the Doctor's enthusiasm and attention. The Del Valle Farm, the Forum, the Medical Association of which she was past president and many kindred organizations will miss a guiding hand and valiant worker.

Sympathy is hereby extended to her family and intimate friends.

PROGRAM

ANNIVERSARY DINNER AND CHRISTMAS JINKS

Thursday Night, December 16, 1926
Business and Professional Women's Club
1608 Webster Street, Oakland, Calif.

Suzanne Chalmers, chairman of the evening.

1. Philomel Chorus augmented by double quartette from Community Chorus.
   a. Joy to the World.
   b. The Processional—Hark the Herald Angels Sing.
   c. Antiphonal singing, Ada Angel, soloist.
   d. Adeste Fideles.
   Director, Zannette W. Potter.
2. The Dinner—The Corrinnian Trio to dispense instrumental music meanwhile.
3. Introduction of honor guest.
4. Christmas Carols by Philomels and Community Chorus.
   a. It Came Upon the Midnight Clear.
5. b Silent Night, Holy Night.
   c. The Birthday of a King with baritono solo by Mr. Williamson.
   d. Cantique de Noel with solo by Maud Petersen.
   Direction Zannette W. Potter.
   Accompanists: Evelyn Louise Nidiver.
   Dorothy McKenney.
6. Reading of Club Collect by Bird M. Wilson.
7. Junior Chorus, "Deck the Halls", directed by Alice Irwin.
8. Christmas Customs in Other Lands—Alice M. Moore.
9. Costume Dances closing with Christmas Ballet.
   Direction Louise Jorgensen.
10. A Play: a. A Lover's Tragedy.
10. A Play: b. A Spoken Movie.
    Directed and played by club members.

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ADVERTISE IN THE "HERALD."

CONVENTION BROADCASTINGS

Very interesting reports were made by committee chairmen at last meeting, showing headway all along the lines.

Florence Stahl and Dr. Jolly came up from San Jose to attend, and told of the work of San Jose club toward raising money for San Jose Day at the convention next July. They will be hostess on Saturday at close of convention, and are preparing to entertain all the thousands who will come.

From Berkeley came Beth MacDonald and Katherine Robertson, thrilling us with plans for Berkeley Day, on Sunday, at the beginning of the convention. Automobile rides, special program at Greek Theatre, a reception and tea, and more good things. They have had two theatre parties for raising money, and more in prospect. Our neighbors are certainly not letting the grass grow under their feet, even in this growing weather.

May Bunker has been forced to resign from chairmanship of Housing Committee, owing to the necessity of being absent much of the year as her husband's business will take them South. Willie May Bridge will succeed her as chairman, and we know the life she brings to any undertaking.

In the absence of Dr. Shields Hazel Lamberson will "carry on" as Vice Chairman.

General Chairman Mrs. Guber reports the sale of over 100 copies of "West, West, West, in California", and that practically all our bears have been sold.

Next regular meeting of committee chairmen on Monday evening, January 3. Mark the date.

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MRS. IVA HAVLIN
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Phone Piedmont 523

AMONG OURSELVES

Sympathy is hereby extended to Dr. Minora Kibbe in the loss of a sister who lives in Turlock, the victim of a recent automobile accident.

—

Also to Mrs. Harriet M. Haas whose home in Piedmont was burned to the ground last Wednesday night. Mrs. Haas and family barely escaped with their lives, saving nothing. Mrs. Haas was recently elected to the board of directors of the Women's City Club.

—

Nice to see Miss Minor back again last Thursday. Glad to have you re-enter the club, Miss Minor.

—

The latest bobbed-hair episode took place last Thursday when Miss Mary Barmby was fined one dollar for sporting a new bob and when Miss Louise Schmidtz spoke right up and asked to be fined for the same reason. That's the way to do it.

—

Zannette Potter, first vice-president of the state federation, goes south this week-end to be the guest of Mrs. Margaret Yale, state president, and to attend the quarterly meeting of the state board of directors, held in Burbank on Sunday, December 19. A stop-off in Visalia to attend a special meeting of the BPWC on the Friday night previous will be made.

—

A number of club members went over to the ship to bid Dr. Shields and her daughter "bon voyage" last Saturday. The flowers and many other remembrances will serve to keep her many friends in mind until the absorbing sights of the Old World claim attention.

—

Reservations are coming in rapidly for the Christmas dinner next Thursday. Looks like many would have to be turned away again. At least once a year we need a larger club house.

—

If you know of a family or a single individual who may be without a good Christmas dinner send in the name and address to the club rooms, number in the family, and approximate ages, so the committee may make their purchases advisedly. This charity is intended for the remembrance of those personally known to club members, and who are not on the regular lists of other organizations or likely to be remembered by them.

And don't forget that the money for this charity comes from sales of candy. When you are ordering candy, remember us.

—

Again we are to enjoy the Corinnian Trio during the dinner on the 16th. It surely is lovely to hear these charming young girls whenever they appear at our club functions.

—

And do you know who it is that always gives generously to this club—None else than BEKINS thru the courtesy of Victoria Escoffier. The piano movings up stairs and off the stage for our Xmas program were donated by this wonderful firm.

Moral: WHEN YOU MOVE THINK OF BEKINS AND RING THEM AT OAK. 907. THEN FORGET YOUR MOVING TROUBLES—THEY WILL DO THE REST.

—o—

Never have we had a better talk than Mrs. Turner gave last Thursday on the League of Nations and which unfortunately was cut short by lack of time. Too many announcements — when will we learn to do away with non-essentials and give ample time to the speaker whom the club members come to hear. May we not have Mrs. Turner again soon when she may have ample time to tell us more of her experiences and the benefit of her intimate knowledge of the world institution that has already saved us from six or more wars — the League of Nations.

—o—

NOTICE

Mrs. McClenegan announces tions taken for the Christmas dinner after Tuesday night, Dethat there will be no reservacember 14. So do not be among the disappointed ones this year —attend your own club's annual Xmas function. Price $1.25 per plate.

A wonderful variety of unsulphured fruits packed in Redwood boxes

are awaiting your selection for Christmas gifts. Special boxes made up for you at

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It's Christmas time, it's carol time,
There's music far and free;
Joy ring for you in every chime
And every melody!

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THURSDAY, DECEMBER 23d, 1926

12:15 Sharp. Price 65 Cents

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"FAMILY CHRISTMAS PARTY"

with Santa Claus in attendance.

Bring a Christmas present, costing not more than 15 cents, and Santa Claus will see that it makes some one happy.

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Anna L. Burr. Publicity

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Zannette W. Potter.....Editor
Bird M. Wilson.....Asst. Editor
Laura E. Pinkston.....Business Manager and Advertising

A Prayer

Even tho' some of our kindred band
Are scattered far and wide
And some we love in a better land
Are keeping Christmas tide,—
We all may join in one wish today
A prayer that shall never cease;
And heart meet heart while we kneel and pray
"God give us his love and peace."

CHRISTMAS-TIME

"Christmas-time is the best time because it is the kindest time. Nobody ever felt very happy without feeling very kind, and nobody ever felt very kind without feeling at least a little happy. So, of course, either way about, the happiest time is the kindest time —that's this time. The most beautiful things our eyes can see are the stars; and for that reason, and in remembrance of One Star, we set candles on the Tree to be stars in the house. So we make Christmas-time a time of stars indoors; and they shine warmly against the cold outdoors that is like the cold of other seasons not so kind. We set our hundred candles on the Tree and keep them bright throughout the Christmas-time, for while they shine upon us we have light to see this life, not as a battle, but as the march of a mighty Fellowship!"

BOOTH TARKINGTON,
in *"Beasley's Christmas Party"*

CONVENTION BROADCASTINGS

Gladys Barndollar has been given the appointment by the National President of Regional Chairman of National Transportation Committee, comprising the States of Washington, Oregon, Idaho, Nevada, California, and Hawaii.

Such letters as the following, from Chester, Pa., show the interest being taken in the convention next summer:

"Our members appreciated your hearty and sincere advance welcome to your beautiful California, and to your lovely Oakland home, with the wonderful hospitality which you so freely and generously offer to all who may be able to accept. Some of us are already making plans, and hoping that our vacation time may be lengthened out to four weeks or more. For those of us who are not employed during the summer months it is a time of glad anticipation and expectation.

"To your committee we reach our hands across the miles with the sincerest and heartiest hopes for the best convention yet, and though we are far apart, any assistance we may be able to give is freely offered."

CLUB LIBRARY

Now that the Club Library has been established and the Club book-plate placed in the books, the P.O.'s are anxious to see it grow. That it may grow in an orderly way, as a good Club Library should, we have asked Miss Mary Barmby County Librarian, to be Chairman of the Book Committee.

At this Christmas season some of our members and friends may feel inclined to make a gift of books to the Club. In such happy event we would ask that you get in touch with Miss Barmby to give you an idea of the line of books we should like most to acquire for the Club.

Hermine Kruger,

—o—

JUNIOR JOTTINGS

The next meeting of the Junior Section will be held on December 21st. This is a business meeting and the last for this year. Attend this meeting if you possibly can — bring some new ideas for the coming year.

We are sorry to learn that Claire Keefe is seriously ill at Merritt Hospital, and she has our sincere wishes for a speedy recovery.

SHOPPING NEWS

Have you noticed that our advertisers are offering many beautiful things for our Christmas Shopping.

The Park Shoe Company has a fine stock of cozy boudoir slippers in many styles and colors, something to suit every taste.

What could be lovelier than the gifts at the Copper Shop and the Yellow Lantern?

Why worry and fuss over Christmas and Sunday desserts? Just phone The Venus and The Superior Ice Cream Company for delicious pies, cakes and frozen dainties.

Don't worry about your looks, Mrs. Havlin, Emily Edmunds or Xoral Oliver will make you perfectly beautiful at their shops, then you can go to our Sister Club Members in Alameda, Misses Spencer and Stolte, and have your Christmas photo taken.

If you need a new dress or coat or other apparel for that photo or Christmas parties none better can be found than at the Gray Shop, The La Belle, Jaxon's, Hyman's or the Kitty Good Shop.

Call on Helen Kling at Kling-Dawers Company and revel in the season's offerings in cards and stationary.

What about a box of Miss Saylor's Chocolates?

Just the thing!—and flowers, you are sure to want flowers so call Thomas the florist.

There is no need to worry about Christmas. Just read our ads.

L. E. P.

—o—

AMONG OURSELVES

Was there ever a lovelier Christmas party than our dinner last Thursday evening. We are proud of our Movie talent, who presented "Love's Tragedy", Bessie Wood Gustason, Director, Hazel Lamberson the heroine, May Waterman Perry the cruel father, Ann Ryan the pompous lover, and little Dora Cooley, the appealing swain. It was better than Hamlet, no one was left alive.

—

The Philomels' "Processional" was beautiful and impressive, and they set the Christmas carols singing in our hearts again. Their numbers were augmented by several members of Miss Potter's Community Chorus, completing the four parts.

—

The choral section of the Juniors, under direction of Mrs. Alice Irwin, made a picturesque and youthful picture as they marched and sang "Deck the Halls".

—

While we were celebrating Christmas according to our own customs, Miss Alice Moore took us in thought to view interesting customs of other lands, which, though different, express the same spirit of love and good will to man.

—

The exquisite dancing of the pupils of Miss Louise Jorgensen made a picture long to be remembered.

—

Then there was a birthday cake with two candles, and Christmas presents, too—a beautiful candelabra from the August Birthdays, and a check for $35 from a group of other birthdays, for the purchase of some desirable article.

—

Among our guests were Judge and Mrs. E. C. Robinson, Judge and Mrs. Fred V. Wood, Mrs. Goelett, President of the Richmond Club, and Dr. Gompertz, Vice-President of Berkeley Club.

—

Suzanne Chalmers extends her thanks to the Sanborn Floral Company for decorations loaned; to the Corinnian Trio for their delightful music during the dinner, and to all who contributed to the evening's joy.

—

Zannette Potter, who left for the south immediately after the Christmas dinner, to attend the quarterly meeting of the State Federation Directors, extends thanks to the Philomels who responded to her call for carolers at this busy time, and to the members of the Community Chorus who so kindly assisted.

—

Everyone was exclaiming over the "Golliwog" souvenirs at the dinner, the handiwork of May Waterman Perry.

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that appeal to lovers of the unusual

Franklin at 19th St.; Oakland

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EDNA KINARD

The passing of Edna Kinard will be felt among all the club women of the State, and especially so in this region, for she was so closely in touch with all the clubs, and so essentially a club woman at heart, that she was far more than the club editor, she was one of us; keenly interested in all that women were doing; ambitious for their still greater achievements; believing in their power to accomplish.

The influence of such a "club woman" will long be with us, an inspiration to fulfil her hopes, her expectations, in the highest type of club work.

—o—

AMONG OURSELVES.

Continued from page 3

One President's big brother "Bill", and Mrs. Saylor, were among the honor guests on Thursday evening. And if you want to spend a very interesting hour, just run over to Alameda to the factory of Saylor's Chocolates, some day. The Associate Editor added considerably to her fund of knowledge on a recent visit there, and a still greater pride, if possible, in the achievements of women.

—

Isn't it fine to have Mary Campbell at our disposal at all hours for club work? The decorations at the dinner were largely her careful work.

—

If you hear "Mrs. Methuselah" responding at roll call, you'll know it's just Bird Wilson since her picture appeared in the Tribune.

—

Miss Jorgensen, by the way, was the director of the beautiful Christmas Pageant recently staged at the Auditorium, in which she trained some 2000 school children.

—o—

SOMETHING GOOD

The Newest "Independent Woman" is just at hand, showing among many good things, a splendid article on "Seeing Oakland" from the pen of our Convention Publicity Chairman, Bird Wilson. The article is well illustrated with photographs of some of our lovliest scenes and altogether reflected great credit on our Publicity Department.

CANDY, CANDY!

The P.O.'s are so pleased with the co-operation in the matter of candy sales. The candy is going fine and soon the harvest will be in and the P.O.'s will publish a full statement to show everyone what a pleasant and profitable thing the candy business is when everyone is a booster and a salesman.

Now just one more long pull before Christmas and we will be over the top with 1000 cans sold.

Hermine L. Kruger,
Chairman P.O.'s.

—o—

Why not Tag 'Em?

First Society Woman: "That was my baby we just passed."

Second Society Woman: "But how could you tell?"

First Society Woman: "Oh, I resognized the nurse."

—o—

No Progress for Mankind

"No modern race is the equal intellectually of the ancient Greeks," declared Dr. Edwin G. Conklin, head of the department of biology at Princeton university, in an interview in which he made the statement that evolution came to a standstill with the height of Greek civilization.

Stating that there has been no notable progress in the intellectual capacity of man in the past 3000 years, Dr. Conklin expressed the opinion that even in the most distant future there may never appear greater geniuses than Socrates, Plato, Aristotle, Shakespeare, Newton and Darwin, since "no new type of man ever can be evolved."

—o—

THE WIDE VIEW

"Adjust your proposed amount of reading to your time and inclination—this is perfectly free to every man, but whether the amount be large or small, let it be carried in its kind, and largely varied. Keep your view of men and things extensive."—Thomas Arnold.

—

Ten Demandments

An employer once posted what he called Ten Demandments in his shop. The first Demandment read as follows: Don't lie. It wastes my time and yours. I am sure to catch you in the end, and that is the wrong end.

A Native Son

St. Peter: "Where are you from?"

Applicant: "California."

St. Peter: "Come on in, but I don't think you'll like it."—Ex.

Inquire of Your Club Members

Lea Brunquist — Ada Elizabeth Porter
Isabel W. Dingwall — Eunice G. Prichard

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Four | Oakland, California, December 27, 1926 | Number One

Those who have already discovered beauty are constantly on the alert for it. Confident that it can be found in the most unexpected places, they are always seeking it. The more beauty they find, the richer their lives and the happier they become.—*W. H. Clapp, Municipal Art Director.*

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ZANNETTE W. POTTER
Founder and Editor

Central Bank Bldg. Ph. Lakeside 1354

Issued every Monday in the interests of the Business and Professional Women's Club
Subscription Price $1.00 per year

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THE HERALD STAFF

Zannette W. Potter.....Editor
Bird M. Wilson.....Asst. Editor
Laura E. Pinkston } Business Manager and Advertising

SPECIAL NOTICE

Beginning with the second issue of the Herald in January, 1927, all members who are in arrears for their dues will be dropped from the mailing list.

By publishing just enough copies of the Herald to cover the bona fide paid up subscription list and the percentage over allowed by the United States postal laws for exchanges, advertisers and files. it will be possible to obtain second class postal rates. This will result in a saving of at least $24.00 per month.

The paid up subscription list is subject to verification by the postal authorities. Kindly make it possible to keep every name on the list and at the same time make the Herald self supporting.

Laura E. Pinkston,
Business Mgr.

MY PATH IN 1927.

I shall go forward,
Though the way is long;
I shall go forward,
On my lips a song.

I shall go forward,
On my lips a prayer
That I may keep
My feet forever where

The path leads upward
Though the way is steep;
That I, unfaltering,
May ever keep

My goal upon
A mountain peak, a star;
May no height seem to me
Too great, too far.

Fearlessly, laughing,
On and up I go—
Seeing the sky
And not the depths below.

ABIGAIL W. CRESSEN.

CONVENTION BROADCASTINGS

From Honolulu an invitation is extended to the delegates attending the convention here to continue their trip to the Hawaiian Islands, the B.P.W.C. of Honolulu planning "eight unforgettable days in our lovely islands." Their invitation is charmingly rhymed:

Over the seas of sunset,

Over the waters blue,
Come to Heaven's golden isles—
We long to welcome you.
For you the fairest garlands,
For you the sweetest song,
For you the best aloha,
Are waiting—come along."

A copy of the "Illinois Bulletin", the organ of the Illinois State Federation of B. P. W. C. has been received. It is similar in size and style to the "Independent Woman", and a very interesting publication. Our letter of invitation to Oakland was splendidly set out, and the cordial offer made by the editor to give full publicity to convention matters. As this magazine goes to every member in the State of Illinois, it is an opportunity we shall greatly appreciate.

—

The Missouri women are not only making hotel reservations, but asking for definite placement to be made now, even to the name of hotel and numbers of rooms. Makes you feel that the convention is about next week, doesn't it?

—

The meeting of the chairmen and vice-chairmen of the National Convention committees will meet at the club room Tuesday evening, January, the 4th instead of Monday, the 3rd as formerly announced.

AMONG OURSELVES

A lovely letter from Margaret Chase, now located in Riverside, states that she is planning to come up to the convention, and to come early enough to be of some assistance. Isn't that just like her? And she also says she reads every word of the Herald, and wishes there was more.

The Book Review is proving of real service, not only to our club members who can attend, but elsewhere, as the list of Christmas books provided was valuable enough to be copied by several newspapers. The next meeting promises to be very enjoyable. The date, January 8th. The time, 1:30 p. m.

Dance tickets are already being requested for the January event, on the second Friday evening, January 14th.

You should have seen the fairies and snow queens reveling in our auditorium last Saturday, when Alice Zwillinger's small pupils were holding a Christmas frolic. It was the prettiest sight imaginable.

Z. Potter has returned from Burbank where Mrs. Yale, state president, entertained some fifty guests at the beautiful Sunset Country Club on Sunday last. Members of the State Board felicitated themselves upon the launching of the new state paper, called **The California Woman,** and which will reach every club member in the state once a month. Will all chairmen report news for this paper to Z. Potter on or before the first day of each month? Get your copies of the new paper at the club which were sent in bundles this time—Oakland has not yet sent its roster to Mrs. Yale. Later you will get your copy by mail.

At Visalia the club members turned out to the number of 76 for a luncheon meeting to welcome Z. W. P. and a wonderful time was enjoyed. Drove nearly to the snow-capped mountains in the afternoon drinking tea at Three Rivers near the Giant Forests where the Visalia girls hope to entertain the state convention of 1928. They are a live bunch. Their president, Miss Elma Owen, was married on Tuesday and will go to Texas to live, leaving Miss Anna Haas, a very capable girl, in charge.

Sympathy is hereby extended to May Campbell in the loss of her sister, Mrs. Gertrude Dassel, who passed away last Sunday at the home of one of her seven children in Sonoma. The interment took place in Niles, the family home.

M. de Neale Morgan, the distinguished artist, who was the guest of the club at its Christmas luncheon, will be remembered as a former Oakland girl, Carmel which is now her home, has been the source of her inspiration and her paintings of its wind-swept cypress, sand-dunes and blue seas have now national and international acclaim. Miss Morgan is holding an exhibit of her latest work at the Hotel Leamington. The artist herself is there to greet all visitors. The exhibit closes Dec. 31st.

Women are invading business and the professions to such an extent that Mrs. Santa Claus thought she would try her hand at the Christmas luncheon last Thursday. Her husband appeared, however, and gave all to understand that he alone is running the Santa Claus business and allows no interference with his perogative.

Dr. Minora Kibbe, our old standby, was Santa Claus and Mrs. Pauline Otis gave a charming impersonation of Mrs. Santa.

Continued on page 4

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BE IT RESOLVED, FOR THE NEW YEAR:

That I will keep the following resolutions at least till next July, through the convention.

1. That I will be a "prop" and not a "leaner".
2. That I will shout aloud my approval, and let the bear do all the growling.
3. That I will make reservations for club dinners at least one hour before the dinners.
4. That I will faithfully transmit all club gossip I may hear to the Herald for publication.
5. That I will bury the hammer with the hatchet as to all club matters, and adopt the tin horn in their stead —at least till next July.
6. That I will be a booster, not only for my club and the convention, but in the community, forgetting the things I may not like (at least till next July), and proudly proclaiming the things I admire.
7. That I will be a good citizen, and it shall not be said that only one-sixth of the business women vote, as we both read and think about the affairs of our community and our nation, and stand ready to do our part in their behalf.
8. That I will not longer retain my "small town" ways, but will obey the new traffic signals most of the time, in appreciation of my BIG city Oakland.
9. That I will imitate the sun dial, recording only the sunny hours, and not be like an umbrella, suggesting only clouded skies—at least till next July.

AMONG OURSELVES.

Continued from page 3

The little Christmas tree that decked the Christmas luncheon table found its way into a little home that otherwise Santa Claus might not have discovered, for it is tucked away in a basement and father has been two months in a hospital. Three children danced with joy when they saw it and the toys and dinner that went along. On Christmas day when they went to viist their father at the hospital the anxiety in his heart gave way to peace and joy when he saw their happy faces.

Miss Eva Stromberg was at the luncheon on Thursday. We are glad you are again able to be with us, Eva.

Miss Eloise Cushing reports that her mother who has been very ill is on the road to recovery.

Mrs. Jane Bragdon of the Copper Shop has been quite ill but is now on the mend.

Mrs. Mira Cohn, Mrs. Duffield and Miss Elizabeth Montgomery are spending the holidays with friends and relatives out of town.

—o—

OAKLAND AN ART CENTER

Municipal Art Director W. H. Clapp advances the argument that an art gallery in Lakeside Park would be so accessible that it would be visited on Sundays and holidays by thousands of citizens who never find their way to the present gallery on the third floor of the Auditorium. And also that through the awakened interest of the people it would soon become a valuable source of city advertising.

—o—

Reception Committee for January

Mrs. Ann Ryan
Dr. Lillian Higley
Miss Jennie M. Hammond
Miss Dorothy Driggs
Mrs. Delena Randall

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Four | Oakland, California, January 3, 1927 | Number Two

Away back in the 14th century the Earl of Devonshire wrote himself an epitaph which leaves food for thought:

"What we gave, we have;
What we spent, we had;
What we left, we lost."

CALIFORNIA STATE LIBRARY

LUNCHEON

Thursday, January 6, 1927

12:15 sharp.

BUSINESS MEETING

This will be the first business meeting of the year—let us make it a good one.

Matters of importance will come up for discussion and plans laid for the coming year's activities.

The plate 65 cents.

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Olive Castle.....Decoration
Gladys H. Barndollar.....Emblem
Mabel Kuss.....Hospitality
Jos. McClenegan.....House
Zannette W. Potter.....Music
Isabel W. Dingwall.....Membership
Dr. Minora Kibbe.....Program
Mary B. Guber.....Reception
Bird M. Wilson.....Revision
Carrie Hall } Z. W. Potter } Service Clubs Council

PHILOMELS

Will meet for dinner at the club on Friday night, January 7, at 6:30 p. m. promptly. Important plans will be outlined and a rehearsal will take place. There will be a program and some singer guests will entertain. Ring Z. W. Potter, Lks. 3502, for reservations. The price 60 cents.

LARGE CONVENTION COMING.

When the four thousand or more delegates to the National Convention of the Business and Professional Women's Clubs, Inc., come to Oakland next July, they will come with a knowledge of the city, its location, climate and attractions, for the introduction is being made.

Through the columns of "The Independent Woman", the magazine of the organization, which goes to some 60,000 women and through them to families and friends, the publicity committee of the local club is telling the story of Oakland and its opportunities. The first article, written by Miss Bird M. Wilson, appears in the current issue; more are to follow, and other magazines will also give attention to the city for forthcoming convention.

The preliminary work to a convention of this size calls for an early start and careful planning. The local Business and Professional Women's Clubs is thoroughly aware of the honor it has in being host to the four thousand visitors and the opportunities to make them acquainted with Oakland and the Eastbay. The delegates will come here to stay during the entire week of the convention, will be shown the many attractions of the Eastbay and, upon their departure, may visit other parts of the state. Plans for the entertainment of one of the largest conventions the city will have had are in good hands. The community is arleady receiving a national attention due to the efforts of the local club of Business and Professional Women.—Tribune 12-21-26.

REAL APPRECIATION

The editor has on her desk a note from "A New Member" which seems so sincere and genuine that altho it is unusual to run unsigned articles this delightful reaction to the Christmas singing is worthy of place in this issue:

"Will you receive a word from a comparatively new member as to the singing last Thursday night. I think it is just remarkable the way the group of singers sang those beautiful Xmas carols. I burst into tears as the great white-robed band entered the dining room—I have never seen anything more effective outside of a church than those business women singing so sweetly and I assure you it brought back many sweet memories to me. Every one at our table commented on your leadership of the singers and I can say that I am proud to join a club that brings out the talents of its members as was shown that evening. And how beautiful were the songs that you sang from the stage later on. That young boy who sang so well and the sweet young lady who sang the Holy Night so splendidly (this must refer to our Maud Petersen). I would like to tell you that I went home with a real Christmas spirit in my heart and I want to thank you for the joy of that evening."

And more nice things were in this note which comes as a real Christmas present to the leader of the Philomels, who by the way would like to say that the Philomels never sang better nor more effectively than on this occasion and such a host of them responded to the call for service that I THANK THEM.

—o—

NOTICE.

Meeting of Convention Chairman Tuesday evening, January 4th, at 7:30 sharp.

—o—

ANNOUNCEMENT.

So many of our members who attend the Book Review are going to "The Miracle Play" on the afternoon of the second Saturday in January, that the Book Review will be postponed for one week, until Saturday, January 15th, at 1:30 p. m. Another excellent program is promised then.

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THE GRIM REAPER

Has again invaded our club ranks and claimed at this time Mrs. Jane Grey Bragdon who lived at the Webster Apartments adjacent to the club building, and who passed passed away Christmas Eve. at 4 o'clock.

Mrs. Bragdon was a charter member of the club and a familiar figure in club life. For years she was associated in business with Mrs. Whitaker of the Copper Shop and had a host of friends.

Sympathy is extended to her son Roland, her only surviving relative, and to her many friends of the club who will miss her from their midst.

AMONG OURSELVES.

The husbands are coming.

Inquiries are coming from convention delegates whether husbands may come. Sure. We'll be glad to welcome the whole family. But how we wish Susan B. Anthony and her early coworkers could hear that inquiry! "De world do move, bredren."

—

There are just seven more cans of candy left at the club for some one—first come, first served. Better hurry!

—

The regular monthly dance is scheduled for Friday night, January 14, with Bessie Wood Gustaosn as chairman. Assisting hostesses include the following: Lena Hammerly, Alice T. Barker, Leona Henas, Phoebe Mathews, Anna Ryan, and C. H. Seccombe.

—

Many rentals and reservations are being made for the new year in our club house. Individuals and groups are finding our club house the best ever for entertainment purposes and like its homey, comfortable atmosphere and its down-town conveniences. Let your friends know of its possibilities.

—

Miss Elsie Sameth, director of physical education at the University of Nevada, was a visitor last Monday at the club rooms.

—

Word has come from Dr. Shields of a splendid trip as far as Honolulu; a delightful reception there by the B.P.W.C., and a drive showing her as many beauties as possible in the limited time; also, that our "Convention Bear" was enthusiastically received. A little twitter also reveals that she is quite busy playing deck golf with a gentleman from Shanghai.

—

Was ever Christmas mail so quickly distributed in any large city? Congratulations to our postmaster and his able assistants.

—

Eleanor Benton and Wanda Frentrup will contribute solo and duet numbers to the Philomel musical program next Friday night.

—

Now how do you like the new state paper, THE CALIFORNIA WOMAN? Copies are at the club for you — please take one when you come to dinner or to luncheon. Read each number carefully — keep informed of what all your sister clubs are doing thruout the state.

—

What a delightfully intimate and homey meeting Suzanne Chalmers arranged for us for the last one of the year. Mrs. Guber's clever New Year telegrams to her convention chairmen brought screams of laughter, and provided a new Hall of Fame.

And Miss Janet Haight held us enchanted as she pictured unusual features of European travel, and recounted experiences quite out of the ordinary.

Hermine Kruger, Laura Pinkston, and Dora Cooley led us far into the new year with their prophecies, both serious and gay, and at the close of the meeting a remembrance was voiced of the members who have passed from earthly vision during the year.

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LAURA E. PINKSTON,
Business Manager.
90 Fed. Tel. Bldg. Lak. 3502

—o—

WOMEN IN ITALY BANNED AS TEACHERS

Rome, Dec. 28.—Women are excluded from the ranks of teachers of literature, history and philosophy in secondary and college preparatory schools by order of the ministry of public instruction. The step was taken, the ministry explains, to check the invasion of the schools by women, which, it is felt, is hurtful to the rising generation of young men.

—o—

JUNIOR JOTTINGS

Our pins are here! We can have them at the next meeting, which will be held on Tuesday, January 4th, 1927.

—

Let us start the New Year with a 100% attendance and do not forget the money for your pins.

—

Claire Keefe is recovering rapidly and we hope to see her at Club soon.

Bernice M. Smith,
Secretary.

—o—

CHECKING UP

If you have not yet settled at the club for your candy purchases, will you please do so, as the P. O.'s are most anxious to publish a full statement in next week's Herald and would like to make it complete.

PHILOSOPHIES.

"A genuine interest in your work, a zest for life, and a budgeting of your time," is the formula one club leader gave for a successful combination of home life and public service.

—o—

"No man lives without jostling and being jostled; in all ways he has to elbow himself through the world, giving and receiving offensive."

—o—

Dost thou love life? Then do not squander time, for that is the stuff life is made of.—Franklin.

—o—

We shall be judged by our unconscious influence when others follow where they have seen us go. Even if we walk where other men have led, we do so confirm the value of that way. Art thou strong? Think, then, the more of the lame that may come after thee, and make straight paths.—Eliphalet Olds.

—o—

There Are Seven Qualities Which Identify a Wise Man:

He does not speak his opinion first, when a greater person is present.

He never interrupts a speaker.

He does not answer prematurely nor without deliberation.

He asks questions and answers to the point.

He dismisses things in their proper order, and one at a time.

If he is ignorant of a subject he admits it, and he admits readily a mistake he has made.

The fool and the simpleton never admit their mistakes.

The Talmud.

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CALIFORNIA STATE LIBRARY

"Now is the time! Ah, friend, no longer wait
To scatter loving smiles and words of cheer
To those around whose lives may be so drear,
They may not need you in the coming year.
Now is the time!

DINNER

THURSDAY, JANUARY 13, 1927
6:15 P. M. sharp
The plate 85 cents.

Maude Asher, chairman of entertainment for the month of January, announces the following:

SPEAKER—Katherine Philips Edson,
Executive Commissioner California Industrial Welfare Commission.

Subject—INDUSTRIAL STATUS OF CALIFORNIA WOMEN with special reference to Oakland.
We are fortunate in securing Mrs. Edson for this dinner speaker and hope the club members will pay her the compliment of attending thereby having the club creditably represented.

Singer—May Ruth Friend, soprano.
Following Mrs. Edson's talk there will be moving pictures representing one of the oldest industrial plants in Oakland—namely the Contra Costa Laundry, which claims Oakland as its birthplace in 1851.

Make your reservations at once. Oak. 1470.

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Served daily in thr
Garden Room
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to members and
their friends

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Dr. Minora Kibbe.....Program
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Carrie Hall, Z. W. Potter } ..... { Service Clubs Council

DANCE.

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TO THINK only of the Best, to work only for the Best, and to expect only the Best.
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"Mr. Jackson, what was the treaty of Versailles?"

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Although the dirt spot lingers;
While he who turns a dirty deal
May never wash his fingers.

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There is but one virtue: to help human beings to free and beautiful life; but one sin: to do them indifferent or cruel hurt; the love of humanity is the whole of morality. This is Goodness, this is Humanism, this is the Social Conscience.—J. William Lloyd.

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Consider carefully before yo say a hard word to a man, but never let a chance to say a good one go by. Praise judiciously bestowed is money invested.—Charles Horace Lorimer, editor "The Saturday Evening Post."

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WHERE DO YOU FIT?

Where do you fit in this world of ours,
With its hustle and bustle and work;
Are you one of the throng that helps it along—
Or are you with those who shirk?
Do you hit the job with a smile or frown!
Do you carry a grouch all day;
Are you one of the flock that watches the clock;
Are you workin' for more than pay?
Is your job man-sized and worth the while,
When you've tallied up your score;
Are you keepin' fit and doin' your bit,
And perhaps a wee bit more?
Are you one of the average just drifting along;
Are you listed as Profit or Loss;
Are you stallin' for time or startin' to climb;
How much are you puttin' across?
Just pull in your slack and count up your score,
Locate what you're aimin' to hit—
Don't waste ammunition and all your ambition
But find out just where you fit!

—o—

WHAT'S WRONG WITH THE WORLD?

Rest quietly in your easy chair tonight; draw the curtains about you and think. What is wrong with the world? Settle the question with yourself whether it is the tariff, the coal strike, poison hooze, flappers, Congress, the independence of youth, divorce, the weather, the parole system, white bread, lack of vitomines, static, landlords, the foreign debts, the crop outlook, or too much publicity for the ex-Kaiser. After you have decided to your own satisfaction which or how many of these things are contributing to the lack of peace and contentment of yourself and mankind, go to sleep. Arise next morning and begin your day's work with freshness and ardor. You will then wonder why you ever wondered that there was anything wrong with the world. This prescription seldom fails to cure. Should it fail, however, you get your agony back.

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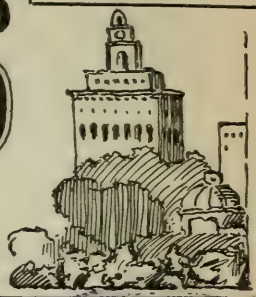

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Four | Oakland, California, January 17, 1927 | Number Four

CALIFORNIA STATE LIBRARY

"Now is the time! Ah, friend, no longer wait
To scatter loving smiles and words of cheer
To those around whose lives may be so drear,
They may not need you in the coming year.
Now is the time!

DINNER

THURSDAY, JANUARY 13, 1927
6:15 P. M. sharp
The plate 85 cents.

Maude Asher, chairman of entertainment for the month of January, announces the following:

SPEAKER—Katherine Philips Edson,
Executive Commissioner California Industrial Welfare Commission.

Subject—INDUSTRIAL STATUS OF CALIFORNIA WOMEN with special reference to Oakland.
We are fortunate in securing Mrs. Edson for this dinner speaker and hope the club members will pay her the compliment of attending thereby having the club creditably represented.

Singer—May Ruth Friend, soprano.
Following Mrs. Edson's talk there will be moving pictures representing one of the oldest industrial plants in Oakland—namely the Contra Costa Laundry, which claims Oakland as its birthplace in 1851.

Make your reservations at once. Oak. 1470.

Club Cafeteria Luncheon

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to members and
their friends

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Laura E. Pinkston } Business Manager and Advertising

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Olive Castle.....Decoration
Gladys H. Barndollar.....Emblem
Mabel Kuss.....Hospitality
Jos. McClenegan.....House
Zannette W. Potter.....Music
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Are you one of the flock that watches the clock;
Are you workin' for more than pay?
Is your job man-sized and worth the while,
When you've tallied up your score;
Are you keepin' fit and doin' your bit,
And perhaps a wee bit more?
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OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Four | Oakland, California, January 24, 1927 | Number Five

Three Evening Artist Studio Recitals

8:15 P. M.

given by

Rudolphine Radil
Prima-donna Soprano

Josephine Swan White
Pianist and Reader

I February 1st

"Bluebeard"—*Kate Douglas Wiggin*
Josephine Swan White

Selections from Operas
Rudolphine Radil

II February 8th

An Hour in Musical Bohemia
Rudolphine Radil
Josephine Swan White

III March 1st

Composers and Poets of Bay Cities
Josephine Swan White
Rudolphine Radil

663 - 11th St., Oakland
Admission $1.00

Somewhere on the great world the sun is shining, and just so sure as you live, it will some time shine on you. The dear God has made it so. There is so much sunshine we must all have our share.

—Myrtle Reed.

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DINNER

THURSDAY, JANUARY 27th, 1927

6:15 sharp.. The plate, 85 cents.

Maude Asher, Chairman for January program, announces the following:

SPEAKER: Mr. S. W. Woodward, prominent authority on interior decorating. During his talk, Mr. Woodard will exhibit some exquisite works of art for illustration purposes, and will be assisted by Mr. Joseph Otis, interior decorator for Gaines Walrath Inc., San Francisco.

SUBJECT: Architectural and House Furnishing features of interest to California women.

SPEAKER: Dr. Esther Allen Gaw, Associate Dean, Mills College.

SUBJECT: The Mills College Study of the Interests of Business and Professional Women.

This will be an enjoyable evening, so make your reservations early, as a record crowd is expected. Oakland 1470.

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Laura E. Pinkston } Business Manager and Advertising

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Jos. McClenegan.....House
Zannette W. Potter.....Music
Isabel W. Dingwall.....Membership
Dr. Minora Kibbe.....Program
Mary B. Guber.....Reception
Bird M. Wilson.....Revision
Carrie Hall, Z. W. Potter } ..... { Service Clubs Council

RUMMAGE SALE

Begin NOW to lay aside rummage for the Holding Company in early April, when we are getting ready for Easter. Leoma Henas is chairman. You'll hear from her later.

OBEY THE WHISTLE.

No loyal Oaklander has observed the workings of the new traffic signals—even to the point of being called back by ever-watchful policemen and jeered at by sidewalk crowds—but takes the whole matter goodnaturedly because of an inward rejoicing that our city is now really in the ranks of the "big ones" of the cities of the west. We have had three weeks of automatic signal service at our principal street crossings and by the populace at least they are voted a distinct success from every standpoint. Fewer accidents, less pedestrian confusion and more orderly automobile movement has been the result of the installation of these modern devices.

Humorous incidents galore have marked the situation—perhaps our police are keeping diaries of their experiences—but the average man or woman likewise sees the "funny side" and take their "callings" with a smile in the feeling of pride that Oakland "has arrived". Members of the police department are to be congratulated for the manner in which they have handled the erring public; for the most part they have been patient and earnest and it will not be long until the signals will be sufficient warning to all concerned.

There are those who "get the whistle" who well remember when these same street corners were not so crowded as to need traffic signals. Not long since horse cars at 14th and Broadway would wait over time to pick up erstwhile passengers to carry them none too fast out to San Leandro or over the hills Berkeley way. But those good old days are gone forever.

CONVENTION BROADCASTINGS

Acceptances are coming in finely for the Convention Dinner on February 10th, and it will certainly be an interesting event. Mark the date in your engagement book, and make your reservations early.

Oregon has just made reservation, through their State President, for 30 visitors to the convention. The total number of definite reservations has already reached 400, and the convention six months away!

Requests for publicity material are coming in thick and fast now, for the various State Federation magazines, and local club publications. The Chamber of Commerce is assisting us finely in this regard, with supplies of pictures and cuts, and will send the latest literature concerning this region to all the clubs in the national organization.

Letters from the club at Honolulu express great pleasure in the visit of Dr. Shields, it being the first contact with any member of a Business Woman's Club from elsewhere they had had since organizing. Besides giving her a luncheon de luxe, and showing her the beauties of the country adjacent to Honolulu, had a lively business meeting addressed by the Doctor, and voted most enthusiastically in favor of membership in the national, with dues at $2 per member. They are making plans to send quite a large delegation to our convention, and no doubt many of the eastern visitors will return with them to see the lovely islands.—Bird M. Wilson.

—o—

SPECIAL NOTICE

Anyone wishing invitations for the Valentine Dance to be given by the Junior section Friday evening, February 4, can get them by phoning Agnes Murtaugh, in the evening, at Hum. 3331.

Members will be admitted without cards but it is necessary that guests present invitations.

AMONG OURSELVES.

Alice Kirkland has been a hospital patient for a few days, but happily is able to return home now. Her mother is quite ill at home, also. Our hopes are for a speedy recovery for both.

—

Dr. Swauger is at her office again, but only with the use of crutches. No dancing at present for her, but we're rejoicing that it is no worse.

—

Lea Brunquist has recently been on the sick list, but is out again and as bright as ever.

—

The last Book Review fulfilled all expectations. Mrs. Turner's review of that profound work, "The Decline of the West", by Spengler, was so comprehensive, yet simple in style, that we gained a real knowledge of the book, and certainly much food for thought. Mrs. Pinkston told of the outstanding Current Events in her usual happy manner.

—

Many club members went out to Berkeley after the Book Review, for a delightful hour "taking tea" with our neighbors in their artistic club home. It was a real visiting time, purely social, and so much enjoyed.

—

Ella Saylor, Mabel Saylor, Mary Campbell, Carrie Kennedy, Ethel Presher, Josephine McClenegan, Blanch Stedman, and Laura Pinkston motored down to Burlingame last Thursday evening to the first birthday party of the Burlingame B. P. W. C.

There were guests from all the nearby clubs from San Francisco to San Jose, all bearing good wishes and congratulations.

The Oakland delegation displayed a banner with an invitation to the convention and eight little bears were along and assisted in singing "West, West, in California," the convention song.

—

Have you an ad for the **California Woman?** The price is only $1.50 per inch and be reminded that more than 4000 women of California read its columns. It will pay you to consider it.

Louise Booth who has been very ill with the flu is reported on the mend. Best wishes, Louise, for complete recovery.

—

Zannette W. Potter was the guest speaker of the San Leandro Club last Tuesday evening. Also introduced to the club Miss Elizabeth B. Whitmarsh who gave a very interesting talk on Health for Business Women. And how the San Leandro girls can sing!

—

Miss Whitmarsh, who is Asst. Director of Health Education in the Oakland public schools and connected with the Health Center is well worth hearing and will be the luncheon speaker in our own club on February 17.

—

They—the San Leandro club—are giving their first big dance affair in the Alta Mira Club House on Saturday night. February 5. One dollar per couple. Ladies 25 cts.

—

Carrie Hall is the next dance chairman for the regular monthly dance in our club house to take place Friday night, Feb. 11. Announcement of her hostess committee will appear next week.

—

The Philomels had a very profitable rehearsal last Friday night in preparation for their song contribution to the costume party of Feb. 25. The soloists and duetists and trioites were also in evidence—warblers galore—all nightingales!

—

Get out that old-fashioned dress and gay ribbons and false curls—you will need to don them one and all for the costume party. One does not need to hire a costume—summon all your ingenuity and resourcefulness—and come forth. Who knows you may win the prize? Remember the date is fast approaching and this annual club function will be worth while attending. Friday night, Feb. 25—write it down now in your social calendar lest you forget.

—

Miss Bird Wilson wrote to the editor thus: Congratulations on your issue of the **California Woman.** It was excellent, indeed.

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HARBOR BOARD

The new Harbor Board, consisting of Roscoe Jones, president; Ben H. Pendleton, Robert Leet, H. C. Capwell, and Dr. George Pardee has been appointed and have assumed their duties.

Under the able management of these men there can be no question but that the Oakland harbor will be developed to its full capacity.

—o—

Developments in our harbor are taking visible shape now, the latest being the arrangement to dredge out Government Island from the estuary, depositing the soil on the Naval Base in Alameda. This will afford much more space in the harbor for deep water vessels, and be beneficial to both Oakland and Alameda. Waterfront activities will be very interesting to watch from now on.

—o—

AIDS TO BEAUTY AND SUCCESS.

Did you know that business women are the best groomed of any class? Why? No, it is not in seeking admiration, but because it gives one more confidence in being able to accomplish, when one has the consciousness of looking one's best. Therefore, even a few minutes a day spent in proper grooming is an aid to success.

So explained Mrs. Clara Forbes, manager of the Beauty Shop at Schlesinger's, in her delightful talk at last Thursday's luncheons. She gave us some brand new pointers for avoiding double chins and other evidences of advancing years, so distasteful to business women, and many other valuable bits of advice much appreciated by her listeners.

Among the "Ten Commandments for Beauty" she deems the following the most important:

"Thou shalt always remember that true beauty comes from within; that thy inward thoughts are reflected on the countenance; that kind thoughts, good deeds, a sweet temper and a sympathetic heart form the best foundation cream for the finishing touches that cosmetics will give thy countenance."

STOCKHOLDERS' MEETING

The annual meeting of stockholders of the Holding Company last Monday evening was well attended. Reports were given of the year's work, and much interesting discussion followed of ways and means, and general conduct of the company's business. Despite the difficulties of the past year, with the street torn up for three or four months, the moving of the S.P. trains to Webster Street, and consequent inability to rent our stores or the auditorium for that period; and despite much higher taxes, and additional earthquake insurance required, all bills have been met, and the only debt is the bank loan, which is regularly being paid in installments. The fact that the property is now worth over three times what it originally cost makes the investment an exceedingly strong one for the stockholders. Dividends are hoped to be forthcoming during the coming year.

The following were elected as Directors for the ensuing year: Lillian Shields, Hermine Kruger, A. M. Jessen, Bessie Wood Gustason, Mary Belle Guber. Ella Saylor, Jennie M. Hammond, Dora Cooley, Florence Bussell, Bird M. Wilson and Jos. McClenegan.

—o—

QUARTERLY MEETING, NORTHERN DISTRICT

The second quarterly meeting of the Northern District, California State Federation, is announced for Sunday, February 6, 1927, at Stockton, at "breakfast" at Hotel Stockton, 10 a.m. The State Federation meeting will follow, at 1 p. m.

Those who attended the "breakfast" at Richmond at the last quarterly meeting will remember the very good time we had, and be anxious to repeat the experience at Stockton. One can drive up Sunday morning, or go by steamer from San Francisco, traveling at night, and returning by steamer Sunday night, if desired.

The Stockton Club is making special plans for a delightful meeting. Let's go! Send in your reservations early. Ring Oak. 1470.—Bird M. Wilson.

JUNIOR JOTTINGS

The Glee Section has discontinued the Tuesday night practice except at the regular meetings. At the next Tuesday meeting, February 1st, the Juniors will decide whether they will join the National or not.

—o—

THE CONTRARY SEX

"An' yo' say dat li'le baby is a gal?" inquired Parson Jones.

"Yes, suh!"

"An' is de odder one ob de contrary sex?"

"Yes, suh, she am a gal, too."

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Four | Oakland, California, January 31, 1927 | Number Six

LUNCHEON

Thursday, February 3, 1927

12:15 sharp.

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BUSINESS MEETING

This meeting is an important one to every club member and should be largely attended.

The election of a nominating committee will take place at this meeting, so be on hand to express your choice.

Mrs. May Bunker of the Philomels will sing a group of songs.

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Mary B. Guber.....Reception
Bird M. Wilson.....Revision
Carrie Hall, Z. W. Potter } Service Clubs Council

ATTENTION, PHILOMELS!

Tuesday evening, Feb. 1st we meet in the club rooms at 7:30 sharp for an important rehearsal. Will everybody plan to be there—the songs and the rehearsals are taking on definite shape and no one can afford to be absent. Each has her niche to fill in the Philomel group—your part is lacking if you permit other engagements to interfere.

Zannette W. Potter, director.

THE UNKNOWN TEACHER

"I sing the praise of the Unknown Teacher". So said Dr. Van Dyke at the Sesqui-centennial of Phi Beta Kappa, in his address on "Democratic Aristocracy".

"As an army and a ship require officers", he said, "so a republic needs leaders and commanders, equipped with special knowledge for their task, and trained by the discipline of self-mastery for wise exercise of power.

"How shall these leaders be found? Not by heredity, for she is a shifty goddess. bringing forth strange and often malformed offspring. Not by environment, the sanctions of class and caste, for this method mistakes the glitter for the gold. But by the Free Will of the people, the fairest and the safest way, preserving the great ideal of Webster and Lincoln.

"For the perpetuity of this ideal popular education is an absolute necessity. . . . The three R's are the deliverers of the State. Reading opens half-blind eyes; writing releases half-dumb souls; arithmetic casts out the deceptive devil who babbles that two and two make five if the people vote to have it so. . . .

"So I sing the praise of the Unknown Teacher. Great Generals win campaigns, but it is the Unknown Soldier who wins the war. Famous educators plan new systems of pedagogy, but it is the Unknown Teacher who delivers and guides the young. For him no trumpets blare, no golden decorations are decreed. He keeps the watch along the borders of darkness, and makes the attack on the trenches of ignorance and folly. Patient in his daily duty, he strives to conquer the evil powers which are the enemies of youth. He awakens sleeping spirits. He quickens the indolent, encourages the eager, and steadies the unstable. He communicates his own joy in learning, and shares with boys and girls the best treasurers of his mind. He lights many candles which in later years will shine back to cheer him. This is his reward. Knowledge may be gained from books, but the love of knowledge is transmitted only by personal contact. No one has deserved better of the Republic than the Unknown Teacher. No one is more worthy to be enrolled in a democratic aristocracy, 'King of himself and servant of mankind'."

—BIRD M. WILSON.

VOILA LES FRANCAISES!

Le Club Rendezvous staged another gay "soiree" last Wednesday evening. Fourteen were in the group of French enthusiasts that attended the delightful little French Theatre in San Francisco—arranged, by the way, in the lower part of Andre Ferrier's studio home at 1470 Washington street—to say nothing of a dinner in the "quarter latin" and other adventures which, for divers reasons, will not be detailed.

The party consisted of Maud Asher, Mary Campbell, Rose Carnou, Dora Cooley, Claudine Detoy, Ora Egan, Victoria Escoffier. Ella Flynn, Josephine McClenegan, Delena Randall, Claire Simmons, Hazel Steen, Ida Swift, and Lorette Warner.

—o—

Everyone knows what a great success the French class is. We meet every Tuesday at 1:30 p. m. They are the more advanced pupils.

We are glad to announce that a beginners' class has been started. They meet every Friday at 5:15 p. m. for those who are too busy in the day time. An invitation is extended to members for either class. Instructor—Claire Werleman, Head of French Department, Cora C. Williams' Institute.

P. O. MEETING

On Monday evening last the P. O.'s enjoyed a "book dinner", and then held an annual meeting, giving reports of the year's work and frolics, discussed projects for the future, among which will soon result a "lending library" to members, and selected new leaders for the next year. Hermine Kruger retires as chairman, and Elizabeth Clow will take up the reins, with Bird M. Wilson as vice-chairman. Jessie Eckles retires as secretary, and Dora Cooley wil carry on that work.

A very jolly social hour followed, and a homey time around the open fire, popping corn and toasting marshmallows.

—o—

JUNIOR JOTTINGS

Junior business meeting February 2. It will be decided at this meeting whether or not our section will join the National Federation, so it is therefore important that every member be present.

The Girls' Glee will rehearse as usual before the meeting at 7:30 p. m.

Remember the Convention is not far off and we want to get in as much practice as we possibly can.

AMONG OURSELVES.

A jolly bunch of our girls made reservations at Apollos in San Francisco last Thursday night for a real Italian dinner. Those in the party were Grace Maurer, Esther Goodwin, Mary Goodrich, Ruth Gibson, Louise Scarper, Dr. Henriette Grosso, Anna Burr, and Mrs. B. Frebilcot, sister of Miss Gibson. And then after the merry dinner the party proceeded to Dr. Grosso's home for another repast and at 12:45 a taxi was hailed to catch the last boat home. All report a wonderful time. What the Herald would like to know is who was the chaperon of this gay party?

—o—

At the club dinner on Thursday evening Mr. S. W. Woodward of Gaines-Walrath, Inc., assisted by Mr. Joseph Otis, spoke on architectural and house furnishing features of interest to California women.

He brought out strongly that the love of beauty has been inherent throughout time and that each succeeding age has preserved the beauty of the past and at the same time has given it the stamp of its own individuality.

His talk was illustrated by drawings of beautiful dwellings in English, Italian and Spanish architecture each of which finds a proper setting in California, and also with furniture of the same types.

He showed tiles of exquisite workmanship and design made in California and beautiful fabrics in silk, linen and cotton made in America. He called special attention to the cotton fabrics which are so beautiful and adapable that artistic furnishings are now within the reach of the moderate purse.

Dr. Esther Allen Gaw of Mills College gave a short talk on the Mills Study of the Interests of Business and Professional Women and before we knew it had us all checking our likes and dislikes (some 260 of them) on an interest analysis blank.

It was great fun and Dr. Gaw has promised to come a year from now and tell us what our answers reveal.

We are indebted to our speakers for a very enjoyable evening.

—

Beth MacDonald of the Berkeley Club entertained Convention Chairman at the Faculty Club at a Luncheon last Saturday. Those present from the Oakland Club were: Mary B. Guber, General Convention Chairman, Bird Wilson, Publicity Chairman, Bessie W. Gustason, Program Chairman, Willie M. Bridge, Housing Chairman. All report an interesting and enjoyable time.

—

Maud Peterson was guest of the Berkeley Club last Monday evening.

—

Congratulations to the Richmond Club. Tuesday evening they celebrated their Second Birthday. Those present from the Oakland Club were: Alice Irwin, Mary B. Guber, Fay Otis, and Josephine McClenegan.

Convention Chairman please dont' forget the monthly meeting in the club room on Monday, Feb. 7th, 7:30.

—

The S. F. Club will get out a new roster early in February. They plan to do it as we have done formerly—make the advertising pay for the issue. Also each member will pay for her copy—a very good idea. Why not follow suit?

—

Miss Ida J. Lord, who has made a most efficient president of the westbay club, has refused the nomination for another term and Ida M. Reed will become president at an installation dinner held at the Mark Hopkins Hotel, Tuesday evening, Feb. 8 at 6:30 p. m.

—o—

VALENTINE DANCE

Mrs. Jean Roth is chairman of the next dance and Mrs. Carrie Hall, vice chairman with Gladys Barndollar, Maud Mitchell, Mildred Latimer, Grace Maurer, Dr. H. Grosso, Mary Goodrich, Esther Goodwin, Anna Burr and Olive Bledsoe assisting as hostesses. This affair promises to be the best ever and who knows but that you will "lose your heart" that very night for there will be hearts galore to win or lose—hearts, hearts everywhere! A good time is assured for everyone; there will be cards and games in the Garden Room for those who do not care to dance—so there is no escaping a good time. The date is February 11, Friday night. Dancing at nine o'clock. Remind your friends.

—o—

POSTPONEMENT

The next regular date for Book Review falls on a holiday, Feb. 12th, and many will be out of town over the week end. So the Committee wishes to announce that the meeting will be postponed for two weeks, until February 26th.

—o—

THE TRANSATLANTIC

Another link has been forged in the chain that binds the English speaking people together. Early this month a commercial telephone service was established between New York and London.

Scientists consider this an event of equal importance with the opening of the first transatlantic cable sixty-eight years ago or the first demonstration of the telephone eighteen years later. The Washington Star says:—"Certainly, with New York and London chatting over the wires and through the other, as directly as face to face, the conquest of space may be regarded as accomplished."

It is as President W. S. Gifford of the American Telephone and Telegraph Company said when speaking from New York to Sis Evelyn Murray in London, at the opening of the new service:—"No one can foresee the ultimate significance of this latest achievement."

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DR. SHIELD'S LOG

Dr. Shields has sent a "Log of Current Events" of her voyage, from which we quote the following interesting features:

"After several good days at sea we arose early Friday morn to see the entrance into Honolulu harbor. I shall never forget the beautiful sunrise, the sun coming up back of Diamond Head (a mountain with the creater of na extinct volcano), with the rays of light radiating upward like a searchlight, and the golden glow upon the skies; and then all of a sudden, the big round sun rose above the mountains, and in a moment the vision of loveliness was gone.

"Then there was the excitement of the Pilot coming aboard to guide us safely between the coral reefs into the harbor. The Doctor from Quarantine Station also came aboard and counted noses to be sure everyone was well and on deck; and the mail-boat came alongside to take off the mail sacks.

"After inspection we went down to the dining room and had breakfast, and up on deck again to listen to the Hawaiian Bank playing Aloha Oe as the steamer entered the dock. It is an old-time custom to meet the steamers and play the Hawaiian air.

"We did not realize that the 'Business Women' were waiting out on the pier, so we were a little slow in getting in touch with them, but a lady finally came up and asked 'Are you Dr. Shields?', and then said "The business women are waiting for you out there.' The Customs official looked at me, and asked, "What have you in that box?" I started to reply, "A California Bear", but never finished the sentence, as he put a chalk mark on the box and our inspection in an American port was over.

"Already we had talked to Miss L. Edith Perkins, Miss Mayme Nelson and Miss Elizabeth Dutot, members of the B. P. W. C. of Honolulu, over the gate, and they had placed beautiful leis (Farlands of live flowers) about our necks, another Hawaiian custom, symbolic of friendship or cordial welcome. Miss Dutot had her auto at the dock, and we were soon seeing the sights of Honolulu. Stopping at the Star-Bulletin office, a photographer took a snapshot of us. The ladies wanted it for publicity.

"I sat with Miss Dutot on the front seat, and she was the first to discover that she had nursed for me on her last case in Alameda several years ago, before going to Honolulu to take charge of the MacDonald Hotel. Then our tongues began to wag. It was at the MacDonald Hotel that Dr. Alice Bush stopped when she was in Honolulu. A large world, and yet how small!

Continued next week.

CONVENTION DINNER

On Thursday evening, February 10, there will be a Convention dinner in our Auditorium and we will have as our guests some of the City Officials and members of the Real Estate Board and Chamber of Commerce.

Our guests will be given an idea of the work already accomplished toward our National Convention next summer and some of them will give us short snappy speeches. Mr. William Unmack, of San Francisco, who is an authority on putting over Conventions will give us a talk along those lines. Mr. Unmack was in charge of the National and International Lions Convention in San Francisco last summer which was a great success.

Make your reservations early. Oaklad 1470.

COSTUME PARTY

When you make your reservations for previous club affairs save time by saying: 'Oh, yes, put me down for February 25—can't miss the Costume Party. I have gone every year now and shall bring two or three guests"—well, something like that, you know. This procedure will give the club some knowledge how many to count on and as the menu will be the choicest ever we will really need to know.

About your costume—Yes, some will rent them,—they always do. But if you remember the majority do not and as a result some of the quaintest and most novel creations are the result. When one conjures a costume it usually turns out to be the most distinctive imaginable. You feel historic, or something like that, when you sally forth in your mother's wedding dress, for instance; or your own frock that you wore oh, so many years ago—and yet not so many years after all, for when you get it on you think you are a girl again and you give a little sigh and dream o bit and then you will smile back to the lovely figure in the mirror and get really anxious for February 25 to arrive. That date will be upon us before we know it—and oh, that night of nights! And such a program has been prepared for your enjoyment. To see Mrs. White at the piano with her lovely white hair and to hear Miss Radil sing—these two alone will make your coming worthwhile. And that is not a tenth you will hear and see and enjoy. Mrs. Peterson has one of the best surprises of all in the decorations and so if you miss this year's party you will be distinctly out of things socially speaking. For the whole evening you give to the club only $1.50—think of that!

RECEPTION COMMITTEE FOR FEBRUARY

Chloe Rogers, chairman; Maud Asher, Jeanette Saunders, Bird Wilson, Bessie W. Gustason.

—o—

What Is It?

What is it that gives me my food and clothing and shelter and whatever comfort I need?

What is that I sometimes neglect and make hasty remarks about?

What is that I do not value until I lose it?

What is it that gives me a chance to climb high in the world and make a better person of myself?

What is it?

My Job.—Ex.

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

olume Four | Oakland, California, February 7, 1927 | Number Seven

I'll not confer with sorrow till tomorrow;
To have joy one must share it
Happiness was born a twin.
—Byron.

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CONVENTION DINNER

THURSDAY, FEBRUARY 10, 1927.

6:45 P. M. Sharp. The Plate, $1.00

Full Program follows on next page.

A lively "get-together" meeting on staging a successful convention in Oaklond.

MR. WILLIAM UNMACK, who so successfully managed the International Convention of Lions Clubs in San Francisco, when 7000 visitors were entertained, will give us valuable pointers, and interesting details of his experiences as a convention manager.

Our own City and County Officials will be with us, and our neighboring cities, Richmond, Berkeley, San Jose, and Eureka, will be represented by city officials and club members.

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Official Publication of the
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ZANNETTE W. POTTER
Founder and Editor
Federal Telegraph Bldg. Ph. Lakeside 3502

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Isabel W. Dingwall.....Membership
Dr. Minora Kibbe.....Program
Mary B. Guber.....Reception
Bird M. Wilson.....Revision
Carrie Hall, Z. W. Potter } Service Clubs Council

PHILOMELS

Will please meet Saturday evening, Feb. 12, at the club rooms for an important rehearsal.

The hour 7:30 and kindly be on time. Z. W. Potter, Dir.

DINNER PROGRAM FEB. 10

COMMUNITY SINGING.....led by Blanche Stedman
WELCOME.....by President Ella Saylor
ERIN TRIO.....composed of Piedmont High School Girls
Eugenie Bordson, Violet Bordson, Billy Bercovich
Accompanist, Elizabeth Wills
Director, Mrs. Martin Green
WHISTLING SOLO.....Elinor Marolf
Accmpanist, Evelyn Louise Nidiver
SURPRISE STUNT—
Convention Pointers:
"How We Secured the National Convention"....Bird M. Wilson
"National Program Attractions".....Bessie Wood Gustason
"Our Housing Problem".....Willie May Bridge
"What a Convention Means to a City".....Harvey B. Lyon
President of Chamber of Commerce
"How to Put Over a Convention".....
.....William Unmack, of San Francisco
INTRODUCTION OF GUESTS—
CLOSING: Singing of "West, West, West, in California".
MARY BELLE GUBER
General Convention Chairman, will preside

JUNIOR JOTTINGS

The first meeting of the Board of Directors of the Juniors was held Jan. 31st. The standing committees for the year were appointed, which are: Reception Chairman: Marion Claire; Social Chairman, Marion Wharton; Membership Chairman, Grace Haskin; Publicity Chairman, Harriet Bakewell.

The Section voted to join the National Federation, Mrs. Guber and Miss Saylor explained the whys and wherefores of the Federation.

Who but the Juniors' Secretary should arrive at the last meeting with a brand new name. Bernice Smith is now Mrs. Thomas Van Alstyne and has been since New Year's Eve. Are there any more members keeping things from us?

It was fine to see Claire Keefe at the last meeting and looking so well after her extended stay in the hospital.

RUMMAGE GIRLS RUMMAGE

April, the month of the rummage sale is close at hand. Spruce up your home, clear out the attic, the cellar and the closets, then phone the Club, Oakland 1470, and have the "White Elephants" away.

What about the old dishes, remains of this and that old set? The rummage committee would like them for the antique shelf. In fact they will take everything.

Last year the rummage sale ran out of stock, so please ask your sisters, your cousins and your aunts to save rummage too, and don't forget to ask your husbands, fathers and uncles to save their old clothes for the sale.

Call Leoma Henas, evenings, Alameda 2084 J, for further information.

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VIOLET RAYS TO COMBAT RICKETS

Lack of radiant energy, which is released by the invisible violet-ray, is the most important contributing cause of rickets in children, according to Dr. Langley Porter, clinical professor of pediatrics at the University of California.

Dr. Porter, in a statement made public today at the university, declares that a sufficient supply of this radiant energy must be obtained either through foods or directly from the sun to prevent development of rickets.

Artificial sunlight or mechanically made violet-rays should not be used, however, Dr. Porter warns, except under the direction of a competent registered physician as serious burns may result.

Discussing methods of obtaining this radiant energy, Dr. Porter said certain foodstuffs notably the fats and green-leaf vegetables, contain the energy in statics form.

"After digestion, the body has the power to transform this static energy to dynamic in a form that acts on the chemical elements of the body in such a way that they increase their speed and vigor," he explained.

The violet-ray energy is stored in the forms called vitamins, Dr. Porter said. He listed as particularly rich in vitamins, cod liver oil, fats of milk from properly fed cattle and green-leaf vegetables.

Clouds Stop Rays

The winter season and substances suspended in the atmosphere, such as fog clouds, smoke and rain, may prevent the violet-rays from reaching the body. Window glass and the usual clothing, he declared, were further hindrances.

—o—

NOMINATING COMMITTEE

At last Thursday's meeting the following were elected to serve on the Nominating Committee: Ann Ryan, Olive Bledsoe, Willie May Bridge, Eva Stromberg, Grace Maurer. The meeting was a good, live one from beginning to end. Mrs. May Bunker sang just like a nightingale—good Philomel that she is. The community singing was most excellent and everything went off in ship-shape.

BIGGEST THING YET IN AMERICAN RADIO

The National Hook-up of leading radio stations effected by the National Broadcasting Company is filled with promise for the future of broadcasting in this country. It brings an entirely new element into the field. For the first time in America there now exists the combination of adequate resources and wide distribution needed to make possible common broadcasting of programs of the highest class.

A good many Americans have looked with envy upon the English radio situation, where the British Broadcasting Company, a monopoly backed by the government and supported by a tax on receiving sets, is able to and does regularly put on the air the best of everything. It is a matter of resources, possible, in the English case, to a monopoly, not possible individually to the hundreds of broadcasters in the United States.

The new national hook-up, of which KPO, KGO, and KFI in this State are a part, gives the United States the advantage of the British situation without the disadvantage either of monopoly or of government ownership. The National Broadcasting Company, backed by the great electrical companies, has the resources to procure the best of everything in the way of programs. The expense is justified by the distribution made possible by hooking up the leading stations throughout the country. The National Broadcasting Company is in the position of a wholesaler supplying high-class programs to its affiliated stations. From it the stations in the hook-up can draw programs that would be impossible to any one of them individually.

This means making available to anyone anywhere almost anything that one would like to hear. In the field of music alone it means that no organization or artist will be unattainable from the point of view of expense. It will be a matter only of selection. You may hear the Metropolitan Opera one night, Kreisler the next, or McCormack or Chaliapin.

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DR. SHIELD'S LOG

"Miss Dutot is chairman of entertainment for the convention. While she was entertaining me, Miss Perkins was a charming hostess to my daughter. She is chairman of publicity, and a real live one, and is anxious to have a post-convention side trip to Honolulu, and is asking the co-operation of the General Chairman, and the Publicity and Transportation Committees of Oakland Club. You have doubtless received a copy of the letter they are sending to the 800 clubs in U. S. A., and also Mr. Sellander of the Matson Navigation line, is sending out a lot of literature concerning the trip to Hawaiian Islands. Miss Dutot told me that Miss Perkins was the first office woman employed by the Cook & Castle Co. 20 years ago. Now she is private secretary to the manager, and has twenty women under her. This company has many interests, the Matson Navigation Co. being only one. This company is now building the largest passenger vessel to cost seven million, and the passenger list is already booked for its first trip, coming from New York thro the Canal to San Francisco, and then to the Islands. They are also building a four million dollar hotel at Waikiki Beach.

"Miss Perkins attended the Portland, Maine, convention, and it was her report and her enthusiasm that sold the idea of $2 dues to the National to the Honolulu members.

"Among the points of interest seen on that morning ride were the Central Union Church, built by Rev. Albert Palmer; the Children's Hospital, at whose head is Miss Dewar, a nurse who graduated from Fabiola when I was resident physician there. The Golf Club, where a green creeper runs over the ceiling of the porches; many attractive school buildings; the Government barracks, municipal buildings and private houses, and the beautiful Pali Drive. Pali means precipice. This Drive is a great engineering feat. You climb by auto to a height of 1000 feet, and around each curve a new vista of beauty is before you. A stone wall is built along the edge. At the top you get out of the car and look over the precipice a drop of many hundreds of feet. There is a tablet there telling how Kamehamehama came and forced Chief Kalani and his forces over the precipice. From this height one can look out over a magnificent vista comprising the north end of Oahu with its beautiful foliage and shore line. The winding road that leads to the top of the divide or Pali goes alongside of dashing cascades and through a fern-clad valley.

"We descended the mountain on the other side, where we had a beautiful view of Kaihea Beach. Miss Dutot has a little summer cottage near this beach, and she calls it Maniloa, meaning an expansive or big view. She has a large living room screened in with canvas curtains which can be lowered to protect one from showers. She entertained 50 of the B. P. W. C. there one evening. This portion of the beach has been divided into lots recently. They buy lots by the square foot. She pointed out bare lots 75 by 150 selling for $6000.

(To be continued.)

COSTUME PARTY

None too early to send in your reservations for the **Costume Party**, on Feb. 25. Plan to attend whether you appear in costume or not—you will enjoy seeing others. But if possible plan to come in some sort of costume just to be different.

The program is getting better day by day.

Ursula Faucet, dramatic reader being the latest addition. This talented actress will render Hamlet's soliloquy and close with a group of nonsense poems.

Read full program next week.

—o—

Hostesses for Convention Dinner will be the Convention Chairman.

Bessie W. Gustason
Hazel Lamberson
Bird M. Wilson
Willie May Bridge
Gladys Barndollar
Maud Peterson
Ella Saylor
Mabel Saylor
Mrs. Jessen
Mrs. Bakewell
Suzanne Chalmers
Grace Maurer
Blanche Stedman
Laura Pinkston
Alice Burnell

Reception Committee for Convention Dinner

Mrs. Josephine S. White
Dora Cooley
Mary Campbell
Helena Gamble
Mable Brooks
Dr. Luella Swauger
Hermine Krueger
Flossie Warner
Elizabeth Clow
Alice Irwin
Esther Goodwin
Miss Bussell

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Four | Oakland, California, February 14, 1927 | Number Eight

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Never rise to speak till you have something to say; and when you have said it, cease.—*Witherspoon.*

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LUNCHEON

THURSDAY, FEBRUARY 17, 1927
12:15 Sharp

We are fortunate in having two attractions on this day:

MISS ELIZABETH B. WHITMARSH, Assistant Health Director of the Oakland public schools and lecturer for the Health Center, will give some timely pointers on

"The Health of Business Women"

and

MRS. AGNES J. HANLON, Alameda County Chairman Fine Arts Federation of Women's Clubs, will speak briefly on the subject of

"Shall Oakland Have An Art Gallery?"

Mrs. Angel and Mrs. Saunders of the Philomels are scheduled to sing two duets. Miss Nidiver is asked to render a piano number and altogether it looks like a propitious offering for your enjoyment. Give our guest speakers a large attendance.

Ring up the club—Oakland 1470—for your reservations.

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Mary B. Guber.....Reception
Bird M. Wilson.....Revision
Carrie Hall, Z. W. Potter } ..... } Service Clubs Council

BADGES

A number of members have not yet gotten their badges. These members will be billed for the amount, seventy-five cents, when the notices for dues are sent out next month.

L. E. Pinkston.

COMMUNITY CHEST APPEAL

For Oakland, Piedmont, Alameda, San Leandro, and Emeryville opens February 23 and closes March 9 this year.

OPEN YOUR HEART

YOU can help buy the delights of an active boyhood for a boy who has crawled about on twisted legs.

YOU can help buy loving care, and calm and peace for somebody's mother who has no one left to take care of her. And for a little orphan baby.

YOU can help buy hope, and health and happiness for a family plunged into hopelessness by unemployment and illness.

YOU can help buy a strong and healthy body for a little girl over whose thin body the shadow of the great white plague hovers.

YOU can help buy a chance to grow up straight for boys and girls who need only direction and protection.

YOU can help finance the unending war against the causes of disease and poverty.

YOU can help 95% of the charitable and welfare work of our city with ONE GIFT, through the Community Chest.

It is a job for all of us. This year the agencies will need $604,981.00. Will they get it? YES, if each one of us gives and gives again until it hurts.

Remember:

Every man goes down to death
Bearing in his clutched hands
Only that which he has GIVEN AWAY.

—Rosseau.

ATTENTION

The returns are not yet all in on the tickets for our Theatre Party last November. Will every member who has not made returns please send in either the money or their tickets immediately to the club secretary?

—o—

PUBLIC SPEAKING CLASS

Mrs. Oscar Bennett of the U. C. Extension Faculty will conduct a class in public speaking and voice placement in our club rooms if a sufficient number wish the course.

Mrs. Bennett is a charming woman, full of enthusiasm for her subject and inspires her pupils to success.

Judging by the number whose voices are barely audible at roll call Mrs. Bennett should have a large class.

If desired a course of ten lessons for $6.00 will be started Tuesday evening, February 15, at 7:30, at the club rooms. Phone Mrs. McClenegan, Oak 1470.

—o—

AMONG OURSELVES

Save the date, Saturday, Feb 26th, 1:30 p. m., for an excellent Book Review. Full program announced next week.

Our president and sister Mabel were given quite a thrill last Monday evening, by "listening in" on a program at Fort Worth, Kansas, broadcasted on the subject of "Miss Saylor's Chocolates".

—

Please be sure to get Miss Stedman's notice of last week regarding Convention songs in this issue.

—o—

JUNIOR JOTTINGS

The Juniors will have another social meeting, after the regular business meeting, on Tuesday, February 15th. An interesting meeting is being planned and a record attendance is hoped for. There will be no glee practice, the meeting will begin sharply at 8:00 p. m.

On Friday, February 4th, the Juniors staged one of their most successful dances, it being the first formal affair given since the section was organized. The decorations, the music, the punch, the floor, the surprise stunt, and the dancers were the best ever. Let's try it again.

The Section's new club pins are causing comment everywhere—they are so attractive and serve to advertise our club.

HARRIET BAKEWEL,
Publicity Chairman.

CARQUINEZ BRIGDE A WONDER

A bell that resembles the Liberty Bell and weighs three thousand pounds, it is reported, will be hung beneath the Carquinez bridge to warn approaching vessels in foggy weather of the location of the bridge's lofty central tower. This tower, now 80 per cent completed, will rise to the imposing height of 325 feet above mean high water level and will have two sister towers of equal height.

Nearly all the structural steel of this great bridge to be completed next year is said to be assembled on the shores of the straits. Two huge spans are being made ready to float into place, which it is claimed will be the biggest job of its kind ever attempted on the Pacific Coast.

The total length of the bridge will be 4,482 feet, with two spans of 1,100 feet each. The center piers rest on sandstone 132 feet below low water level and the bridge will have a clearance for ships of 135 feet above mean high water. The bridge is being built entirely of concrete and steel and contains 14,000 tons of steel.

It is evident that the Carquinez straits bridge will be one of the bridge wonders of the world and that it will carry when finished a tremendous traffic load along its thirty-foot roadway flanked by sidewalks.

—o—

HEALTH LAID TO FOOD SCIENCE

San Francisco, Feb. 7. — The level of health, and efficiency in America is higher today than i was a few years ago because Americans are now more scientific in their choice of foods, in the opinion of delegates who are here to attend the Pacific Coast convention of the Post Product company.

"People eat less than formerly," said Clarence Francis of New York, vice-president and general sales manager for the company. "They eat in accordance with scientific knowledge rather than by the hit-and-miss dictates of an uneducated appetite."

THE CONSEQUENCES, MISERY

"The cause is ignorance, the consequences misery, the remedy education."

To apply this remedy of education to the problem of increasing use of narcotics, the World Conference on Narcotic Education is asking governors, mayors, legislatures, churches and organizations in general to give support to Narcotic Education Week, the last week in this month. Boiled down, here is the message:

"Prevention is society's recourse. Education alone can be regarded as adequate treatment. Quick information conveyed to society everywhere as to the peril that exists will arouse a motive of self-preservation from which will flow the best that can be done in laws and in salvage. Regular instruction, uniformly, wisely, automatically carried out in homes and in schools will cause the young hereafter to have a consciousness of the danger upon the approach of a peddler, and this education repeated through the generations will clothe society with a mantle of protection, producing a race consciousness of this new peril of environment leading ultimately to immunity."

It is only by securing a wide public attention that this program may be carried out. It appeals to every home, school and church.

—o—

704 BUILDING PERMITS ISSUED IN JANUARY

With single-family dwelling permits totaling $650,000 Oakland building for the month of January, according to applications filed with the building department, amounted to $2,052,475.

There were 704 permits issued. One hundred and ninety-four were for single-family dwellings.

The largest single permit was granted for a twelve-story office building at Fifteenth and Franklin streets to cost $380,000. In the last week of the month 157 permits were issued. These totaled $361,870.

29,335 PUPILS ATTEND GRADE SCHOOLS HERE

Sacramento.—Of the 4127 elementary schools in California, 63.5 per cent have three teachers or less, according to statistics compiled in the office of Will C. Wood, state superintendent of public instruction. Forty-three and a half per cent have only one teacher.

While the schools employing two teachers or less are large in number as compared with the larger schools, it is estimated by Wood that these districts enroll only about 5 per cent of all the elementary pupils. The largest elementary enrollment is in Los Angeles, which has 123,311 pupils. San Francisco is second with 45,745. Oakland has 29,335 pupils attending the elementary schools. Berkeley 7533 and Alameda 3878.

There are 130 school districts in the state, according to Wood, in which the enrollment is less than six pupils, the minimum set by law for a district.

—o—

MAYOR'S STATEMENT

Population — 1916, 200,000; 1926—320,000

Property valuation doubled in ten years

Industries—1916, 573; 1926, 1,700.

School attendance—1916, 23,216; 1926, 60,000.

Banks—1916, 5; 1926, 50.

Payrolls — 1916, $20,000,000; 1926—$100,000,000.

Bank clearings — 1916, $188,464,820; 1916, $1,100,000,000.

Postoffice business—1916, $521,846; 1926, $2,000,000,000.

Number of vessels arriving here (fiscal year)—1916, 1.500; 1926, 10,649.

Merchandizing cargo, 181,795; 1926, 1,600,000.

Feet of lumber—1916, 5,000,000; 1926, 300,000,000.

Number of steamship lines docking here—1916, 9; 1926, 54.

Theatres—1916, 6; 1926, 42.

Building permits (fiscal year) —1916, $5,000,000; 1926, $35,000,000.

Paid off $7,000,000 in bonds and interest contracted for by previous administrations.

—Statement of Mayor John L. Davie.

COSTUME PARTY

Did you ever see such a program? Rarely. Each number a gem, and one can enjoy it with an excellent dinner thrown in for the small sum of $1.50.

And as to the costume. Do not let that worry you nor keep you from making your reservations. Come and see the rest spruced up, but if possible wear something different yourself and you will not only get a greater thrill but give pleasure to others.

First will be lovely music by the Corrinnian Trio during the dinner.

Second. The Lyric Trio composed of Miss Shepard, Miss Dupuich and Mrs. Bruce—you know how enjoyable they are.

Third. Rudolphine Radil will sing a group of Bohemian songs in costume accompanied by Mrs. Josephine Swan White also in costume.

Fourth. A superb reading by Ursula Fauciet, Shakespearian reader who was leading lady with Belasco and who played with Southern and Marlowe. Miss Faucit will render Hamlet's Soliloquy and then give a group of nonsense poems.

Fifth. The Juniors will dance the Minuet—who does not remember them last year and the year before.

Sixth. Mrs. White will give a series of cantillations.

Seventh. The Philomels will sing a song or two (providing sufficient rehearsals can be secured.)

Eight. The Corrinnian will play a group on the regular program.

Ninth. Alice Zwillinger will present three charming dancers, one a talented tot of four and two others will also dance the minuet.

Tenth. Then will come the grand march before the judges and the rendering of their decision.

Eleventh. Everybody will participate in an old-fashioned waltz and those who wish may stay for a two-step or two.

Mrs. Petersen has a great surprise in the decorations and you will be very happy and glad you made your reservations.

Ring Oakland 1470 RIGHT NOW.

DR. SHIELD'S LOG

"We were the honor guests at a luncheon at Hotel Young. The windows from this dining room afford a wonderful view. Miss Mayme Nelson, the president, presided. Menu: Papaya cocktail; avacado salad; baked fish, wrapped in a Ti leaf; sliced pineapple with sherbet.

"My own remarks were confined to greetings and the presentation of the 'bear'. The bear made quite a hit, and is to be present at all the meetings from now until convention. Evidently 'West, West, West in California' was new to them. I urged them to learn it and join with us in greeting our eastern visitors.

"They entertained us with Hawaiian music sung by Hawaiian girls, their accompanist being the sister of Duke Kahanamoku, who was champion swimmer of the world for 15 years. A native girl in costume danced for us. Her interpretation was modest and graceful, quite a contrast to the vulgar version we had seen on the steamer.

"They are considering a stunt for the Prank-Fest, or perhaps they will give a reel of motion picture about Hawaii.

"After luncheon we viewed the surrounding country from the roof garden of the hotel, visited a curio shop, and then Miss Lucie Ford, acting executise secretary of Y. W. C. A., accompanied by Miss Forbes, a descendant of one of the early missionary families, and Miss Perkins took us for another drive, to see Waikiki Beach, around by Diamond Head, through the Government post, up to Tantulus Mountain, where we had a wonderful view overlooking city and harbor, many beautiful homes, and the cultivated fields laid off so symmeterically the contrasting shades of green of the trees adding beauty to the mountain sides. At one point on this road, which is called Hog's Back, you look over a valley and onto Pearl Harbor with its aviation field. On the other side you see another valley, Diamond Head and the Honolulu harbor. How sleepy Oakland is about her harbor possibilities! I wish I could have transported some of the lovely red poinsettia and the tree ferns.

(To be continued.)

CONVENTION DINNER

The auditorium was filled to capacity, and the highest peak of enthusiasm reached, with offers of assistance and cooperation from governmental officials and club leaders of the whole East Bay.

Because of earlier going to press on account of holiday, fuller account is postponed until next issue.

—o—

An enlightened mind is not hoodwinked; it is not shut up in a gloomy prison till it thinks the walls of its own dungeon the limits of the universe, and the reach of its own chain the outer verge of intelligence.—Longfellow.

PETERSEN'S GARAGE
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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Four | Oakland, California, February 21, 1927 | Number Nine

Sport Frocks

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Oakland, California

Flowers are found in profusion here, and are deftly executed into novel and charming arrangements.

Never rise to speak till you have something to say; and when you have said it, cease.—*Witherspoon.*

LUNCHEON

Thursday, February 24, 1927

12:15 sharp.

The Board of Directors have decided to hold a regular luncheon on Thursday, February 24. It will be a special business meeting—no guests—to consider the report of the Nominating Committee. Nominations also from the floor. Plan to be there. It is your club—exercise your privilege of participation.

COSTUME PARTY DINNER

Friday Evening, February 25, 1927

6:30 p. m.

Have you made your reservations for this dinner? If not, please do so at once—there may be a limit to them and you will not wish to be disappointed.

The wonderful program is to be found in this Herald elsewhere. Read it and decide for yourself if it is worthwhile.

And are you planning to come in costume? It will be ever so much better if you will—but come anyway. There will be much to see and much to enjoy. Mrs. Petersen has received the co-operation and assistance of the James H. Cobbledick Co., in the matter of interior decorations and you will be more than pleased with the appearance of our auditorium.

Ring Oakland 1470 NOW. The price $1.50.

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Founder and Editor

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Josephine McClenegan, Executive Secretary
Anna L. Burr. Publicity

THE HERALD STAFF

Zannette W. Potter.....Editor
Bird M. Wilson.....Asst. Editor
Laura E. Pinkston { Business Manager and Advertising

BOOK REVIEW.

On Saturday next, the 26th, at 1:30, another interesting program.

Claudine Detoy will tell us of Current Events.

Ella Saylor, our president, will review two noteworthy books, "Hearts of Hickory", by John Trotwood Moore, and "The Romantic Comedians", by Ellen Glasgow; also will sketch for us Woodwarth's "George Washington", and Willsie's "Forever Free", a story of Lincoln.

Bird M. Wilson will give the miracle poem postponed from the last meeting.

MARY BARMBY,
Chairman.

1776—PATRIOTISM—1927.

George Washington is the incarnation of the spirit of 1776, representing the highest ideal of the patriotism of our forefathers.

But the obligation of patriotism is perennial, and its occasion comes with every year. The same spirit survives, and to-day, in peace or in war, in prosperity or adversity, the true patriot is he who maintains the highest standard of honor, purity, and justice for his country's laws and rulers and actions.

Dr. Van Dyke points out that, "to the hands of women the ordinance of Nature has committed the trust of training men for their country's service. A great general like Napoleon may be produced in a military school. A great philosopher like Hegel may be evolved in a university. But a great man like Washington can only come from a pure and noble home. The greatness parental love cannot bestow; but the manliness is often a mother's gift. Teach your children to speak the truth, to prefer poverty to dishonor, to do some useful work, and to love their country with an unselfish and uplifting love. Then they may not all be Washingtons, but they will be such men and women as will choose a Washington to be their ruler and leader in 'The path of duty and the way to glory'."

A PLEA

Here all you good club poets, is a chance to try your wings,
Your Convention song committee has been thinking of some "sings,"
Some old tunes and familiar,—which need words to make them new;
And we want you to get busy,—sieze your pens and write a few.
My poetic muse forsakes me when I try to fit to verse
The names of the tunes we've chosen,
So before this "pome" gets worse,
And you cast it aside and murmur,
"What on earth is she aiming at?"—
I'll give you the list of melodies, and let it go at that.

WANTED

1. FRIENDSHIP song to tune of chorus of "I Want to be Happy."
2. JOLLY-UP song to tune of "Vica l'Amour (See any collection of College songs).
3. GREETING song to tune of "Sing-a-ling-a-ling" (In our song book).
4. FAREWELL song to tune of "Santa Lucia."

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CONVENTION BROADCASTINGS

Our cup was overflowing with enthusiasm and joy at the Convention Dinner, and the co-operation and assistance proffered gives assurance of the greatest success.

Berkeley was present 50 strong, with Katherine Robertson, president, and Beth MacDonald, convention chairman; Annie Woodall, chairman Northern District of State Federation; Carrie Hoyt, member of City Council, the president of Junior Club; Charles Keeler, of Chamber of Commerce; F. R. Peet, president Realty Board; Mr. Berg, president Lions' Club; Mr. Biedenbach, president Rotary Club; Mr. Knight, president Builders' Exchange, all pledging their services.

A large delegation from Richmond Club, headed by Miss Goetel, president, and accompanied by the presidents of Kiwanis, Lions, Rotary, Real Estate Board, and Chamber of Commerce, with greetings also by a representative of Richmond's mayor, Mrs. Chandler.

San Jose Club, with a fine delegation, Florence Starl presenting their plans for San Jose Day in July.

Alameda Club, with Mrs. McDowell, its president, presenting Mayor Otis, the secretary of Chamber of Commerce, president of new Community Hotel, and presidents of Service clubs.

Eureka Club, with three delegates coming 350 miles for the dinner, Mrs. Pettingill telling of their plans for convention visitors up the Redwood Highway.

Greetings from Jennie Todd, president of Soroptimists of Oakland.

And from our own city, Mr. Fisher, representing Mayor Davie; Commissioner Moorehead speaking for the City Council; County Supervisors William J. Hamilton and Redmond Staats; President Chamber of Commerce Charles Howard, President Harvey Lyon, Uptown Association; President Caldwell of Real Estate Board, President Harding of Lions' Club, all speaking most complimentarily.

We are assured financial assistance from convention fund of both city and county, and co-operation from all. Now the only thing to do is to attend to the details well, and give our visitors the very best time possible, to insure a splendid return to Oakland and the East Bay region.

Mrs. Guber, general chairman for the convention, has appointed Mrs. Ora Egan chairman of the Standards and Badges committee and Mrs. May Perry. vice-chairman. Mrs. Bessie Whitaker found it necessary to resign. BIRD M. WILSON.

—o—

BERKELEY OVER TOP IN CHEST FUND CAMPAIGN

BERKELEY—This city, first in the bay district to launch on its Community Chest campaign this year went "over the top" with $2500 to spare at the final Victory dinner last Saturday night at the Hotel Whitecotton.

A quota of $158,000 was set to support the nineteen welfare, relief, health and character-building agencies, and $160,508 was subscribed.

The total represents the largest sum ever raised in a drive for chest or charity in Berkeley. The result of this year's campaign marks the first time Berkeley has succeeded in raising a chest quota in four years.

A women's army of $250 headed by Mrs. Samuel Marks, with Mrs. William Thorsen. Mrs. W. W. Campbell, Mrs. Frank D. Stringham, and Mrs. H. F. Hartzell as colonels was given much of the credit for success of the drive. They raised $41,932 of the total in a canvas of all residences in the city, being exceeded only by the big gifts committee, which solicited only from those capable of giving $200 or more.

—o—

JUNIOR JOTTINGS

Cupid again has invaded the Juniors — its new victim is Claire Adams, the treasurer of the Section. Donald Quayh is the fortunate man. One by one our members are wearing their diamonds.

A fine social and business meeting was held on Tuesday, Feb. 15th. Many members showed up and lots of visitors were present.

Publicity Chairman.

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ANNUAL COSTUME PARTY

FRIDAY EVENING, FEBRUARY 25, 1927
6:30 P. M.

Come in costume if possible.

1. The Dinner. Corrinnian Trio meanwhile.
2. Between courses—The Lyric Trio will render
   (a) Annie Laurie.
   (b) Last Rose of Summer.
3. Corrinian Trio in a musical suite.
4. Readings: Hamlet's Soliloquy—Shakespeare.
   Nonsense Poems by Ursula Faucit, leading lady for Belasco's production of "Resurrection."
5. Rudolphine Radil will sing a group of Bohemian songs in costume giving her own interpolations accompanied by Josephine Swan White.
6. Cantillations by Mrs. White:
   (a) The Flower Ball—King-Friml.
   (b) Stairway and Gardens—Wilcox-Friml.
   (c) Monseigneur Plays His Own Gavotte — Garrison-Tavau.
7. The Lyric Trio will sing:
   (a) When You and I Were Young, Maggie.
   (b) Long, Long Ago.
8. A Glimpse of the Past:
   Flower Girl—Mary Frances Albers.
   Minuet Dancers—Veronica and Vivian Woodard (from the Alice Zwillinger Studio of Dancing.)
9. Dancing of the Minuet by the Juniors under the direction of Per Kirsten:

Juanita Learson	Leima Marchus
Viola Bradley	Harriett Bakewell
Ethel Mukkasky	Marion Wharton
Rhobie Irwin	Alice Wells

10. Grand March for distribution of prizes.
11. Everybody waltz.
12. The Two-Step.
13. Sociability and Good Night.

DR. SHIELD'S LOG

"We also saw the old Hawaiian church built of stone cut out of the coral reefs, which had to be re-built because an insect had eaten out the wooden parts of the building. We saw the first house which came around the horn in pieces and was good preservation. The old plantation was pointed out to us, the one after which the song was written, which was sung at built here over 100 years ago. It was colonial in type, and in the luncheon by a Hawaiian girl.

"We returned to the President Cleveland ready to sail at 7 o'clock, but repairs having to be made we did not sail until 9:30. After dinner Miss Perkins, Miss Nelson and Miss Dutot came aboard and we had a delightful visit. Miss Dutot brought us a fresh pineapple which later we enjoyed. It was our turn to entertain, and oh joy, we had a box of delicious Saylor chocolates to offer them. Even the lady who was dieting said "I will diet after I eat these." I was told that Saylor chocolates are sold in Honolulu.

"This may interest you. A Miss Carrick Buck, member of Honolulu B. P. W. C., ran for Legislature and polled the most votes of any on Democratic ticket. She had an opportunity to run on that ticket. One of the ladies expressed the opinion that had she run on the Republican ticket she would have been elected.

"There has recently been formed a new club at Lihue Kanai, with 24 members. Mrs. Gladys Wood is Secretary and Treasurer. They are planning to join the National .

"The ladies said I was the first contact they had made with a member of a sister B. P. W. C.

"They are an interesting group of women. Our day in Honolulu will be one of many pleasant memories. Just wish every point we are visiting had a B. P. W. C. Truly, **our work is in its infancy. The world lies before us.**

"Tonight is Christmas Eve at sea. How strange! My thoughts are of home and beloved friends. Greetings to the club members."

AMONG OURSELVES

Mrs. Ethel Bayliss Presher, who met wtih a distressing accident last week is in Fabiola recovering from shock, bruises and a broken arm. Best wishes for speedy recovery, Mrs. Presher. The Philomels do miss you terribly.

—

The Philomels who attended last Saturday's rehearsal enjoyed a treat when Mr. Russel—a veritable John McCormack tenor—a young lad of scarcely twenty years sang right into the hearts of every one present. Nothing like it has ever taken place at the club. And every one of the "girls" present lost her heart completely.

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Volume Four | Oakland, California, February 28, 1927 | Number Ten

Men do not suspect faults which they do not commit.

CALIFORNIA STATE LIBRARY

DINNER

Thursday, March 3, 1927

6:15 P. M.

The Plate 85 Cents

Dr. Kibbe who has assumed direction of the March program will provide a very good speaker for this club dinner but the Herald goes to press too soon to record details.

There will be music and the opportunity to vote may be enjoyed meanwhile.

Please note that the polls will remain open from 5:30 to 7:45 P. M. when a record vote should be cast.

....On March 10—one week later—the INSTALLATION DINNER will take place in the club auditorium. This will be a pretentious affair with a good musical program and reservations should be made at once. Ring Lks. 1470.

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Laura E. Pinkston } Business Manager and Advertising

STANDING COMMITTEES

Appointed for each event.....Activities
Ora Pennington.....Civic
Olive Castle.....Decoration
Gladys H. Barndollar.....Emblem
Mabel Kuss.....Hospitality
Jos. McClenegan.....House
Zannette W. Potter.....Music
Isabel W. Dingwall.....Membership
Dr. Minora Kibbe.....Program
Mary B. Guber.....Reception
Bird M. Wilson.....Revision
Carrie Hall, Z. W. Potter } ------ { Service Clubs Council

NOTICE.

Convention chairmen and vice-chairmen will meet at dinner Monday evening, February 28, 6 p. m. at club rooms. Bring full reports. Phone Oak. 1470 for reservations.

A GOOD MEDICINE

The man who persistently faces the sun so that all shadows fall behind him, the man who keeps his machinery well lubricated with good cheer, can withstand the hard jolts and disappointments of life infinitely better than the man who always looks at the dark side.

The world makes way for the cheerful man; all doors fly open to him who radiates sunshine. He does not need an introduction; like the sun, he is welcome everywhere.

A cheerful disposition is not only a power—it is also a great health tonic. A cheerful soul can resist disease, and it is well known among physicians that there is a greater chance of recovery from exhaustive diseases of a bright, sunny soul than a gloomy despondent one.

We know physicians who give very little medicine, and yet are singularly successful, because they have sunny souls. They always radiate brightness and good cheer. They know that it's hope, more than drugs, the patient needs; and it is encouragement and not disheartening diagnosis that helps him to recover. They give him every bit of hope and encouragement and good cheer possible, for they know that these are more effective remedies than are to be found in the pharmacopoeia.—Success.

OCCUPATIONAL SURVEY.

Through the mail each member of the club will receive the questionaire sent out by the National Federation in an endeavor to make a thorough occupational survey.

Margaret Elliott, chairman of the National Personnel and Research Committee, said in a recent issue of the Independent Woman:

"What we wish to know is what 47,000 successful business and professional women in the United States are doing and how they came to be doing it and to provide information for younger women, who have still to make their choice of careers, with reliable data about the opportunities open to them based on the experience of women already in the field."

This will undoubtedly prove of great value and its success depends entirely upon the questionaires being filled out by the individual members. No names will be signed so the information given will be entirely impersonal.

Let every member of the Oakland club fill out her questionaire immediately and get into the mail, 100%.

It is a most worth while undertaking.

LAURA E. PINKSTON.

JUNIOR JOTTINGS

The regular business meeting of the Juniors will be held on Tuesday, March 1st, at 8 p. m. Many items of interest will be brought up and it is hoped by our president that a record attendance will be present.

We are glad to hear that our club member, Evelyn Silsbee, is recovering nicely from her unfortunate accident and we hope that it won't be long before we will have at our meetings again.

Our club member, Alice Wells, was a victim of a very serious accident last week when she slipped on the wet pavement and was badly injured. Alice, we hope that you will soon recover.

The Juniors surely made a fine showing at the Costume Dinner when they did the minuet. Thanks are due to Peg Kirsten for teaching them the lovely dance.

H. BAKEWELL,
Pub. Chairman.

—o—

Patronize our advertisers. They are worthy of it, and tell them you saw it in the Herald.

AMONG OURSELVES

The following were nominated for officers and directors for the ensuing year at Thursday's meeting, and will be voted upon at next Thursday, by ballots which may be deposited at the club rooms between the hours of 5:30 and 7:45.

For president, Josephine Swan White.

For vice-president, Hermine L. Kruger.

For recording secretary, Lucy Shinn.

For corresponding secretary, Carrie P. Kennedy.

For treasurer, Cloe Rogers.

For auditor, Faye Otis.

For directors (vote for three), Ella Saylor, Dr. Luella Swauger, and Elizabeth Sherman.

—o—

The newest of new clubs is the Business and Professional Women's Club of Hayward. Organized by Zannette W. Potter last Wednesday night with Mrs. F. J. Frank, president. Fifteen joined the initial roster with good prospects for at least fifty.

—

Mrs. Iva Havlin has recently returned from a trip East. She spent some weeks in Kansas City and under National Convention Notes of the Kansas City Business Woman we find that she made a fine convention booster while there.

—

Miss Clara Sims, from the B. P. W. C. of Erie, Pa., was a visitor last Thursday, reporting a club of 400 members, and that many are coming to Oakland to the convention.

—

Two splendid talks given a week ago last Thursday. Miss Whitmarsh told of the interesting work in the schools and even with children of pre-school age, in starting correct habits for health, in proper food and care, and how even business women might benefit by that instruction.

Mrs. Hanlon gave us the "inside facts" on the recent Art Gallery excitement, in a most humorous manner, and enlisted our admirration and desire to co-operate in the proposed Art Gallery and Museum in Lakeside Park.

—

Did you hear the Philomel Duetists at the same meeting? Mrs. Ada Angel, soprano, and Jeannette Saunders, contralto, sang that old favorite "Whispering Hope" the best ever and for an encore, Miss Daisy Miles with the lovely second soprano voice joined them in singing: "Where My Caravan Has Rested." If this group continues to sing together there will be great demand for their services.

—o—

"JOHNS" BOOK WINS FAVOR WITH YOUTHS

"Johns," who have made history, figure in a brave tale of men who have risen, for good or bad, out of the mass of humankind, in "The Story of the Johns," one of the most original books for boys issued in late years, according to Miss Anita Morgan, librarian for young people at the Oakland public library.

Stories of soldiers and scholars, of prophets and of popes, are here combined by the chance fate of a name. John the Baptist, prophet of Israel, wicked King John who burned out the eyes of his young nephew, Don John of Austria who drove the Moors out of Spain, John the Fearless, duke of Burgundy, who won his name from the Sultan whose prisoner he was—all these and a score of others play their short parts on this boys' stage set by Thomas Humphrey.

Special Boys' Corner

"So many boys come to this room to read," Miss Morgan states, "that we have recently put in a special section for them. A circle at one side of the big fireplace is reserved for boys, and in the shelves that line this part of the room is a rich store of all the boy-classics of literature. On cold days the young readers come by the dozen to the genial warmth of their corner."

Huckleberry Finn and the schoolboy, Tom Brown, are still favorites, as of old, the librarian says, but new books are continually being sought out and added to these shelves, some of which achieve great popularity. Most of the boys prefer fiction, especially historical fiction, but many of the older ones cultivate a strong taste for travel books and biographies of men like Roosevelt and Daniel Boone, according to Miss Morgan.

Age 10 to 15

"From ten to fifteen years is the great reading age for boys," she declares. "It is our intention to give them wholesome, well-written books and lay a foundation for a taste for good literature. The well-read man is the one who learned that taste early in life, and the hours spent in the sunny corner of the boys' reading section are anything but wasted ones."

Among the most popular new books for boys are "The Boy Electrician," by Greenwood; "Radio for Boys," by Hammersmith; "The Clutch of the Corsican," by Bill, and "the Red Diamond," by Scoville.

—o—

ATTENTION, BOOK LOVERS

According to the "Business Woman" of the San Francisco B. P. W. C. there will be a unique book fair in the room of the Dons, Mark Hopkins Hotel, from March 1st to 6th inclusive. The book fair is sponsored by the San Francisco Branch, League of American Pen Women. In addition to the book display which will include rare books from the John Henry Nash collection and priceless relics of early California days from the Bancroft Library of the University of California, then will be a graphic display showing the finest printing craftsmenship. The graphic display will also include an architectural exhibit of the new tendency in building.

There will be Chinese scrolls, wood block prints from the Japanese and some quaint old Persian manuscripts.

In the dining room of the Mark Hopkins hotel is a large wall painting by Associate Professor Ray Boynton of the art department of the University of California. This painting was done by the "encaustic" method originated by the Greeks over 2,000 years ago.

The "encaustic" method is particularly well adapted to wall painting, according to Professor Boynton because of its lasting qualities. The painting is applied on top of a coat of gum which protects it from dampness and forms a perfect union with the wall itself, and then the colors are melted and burned in with a blow torch. It is difficult to apply but when once on it is there to stay.

Mrs. Pinkston recently received the following letter concerning a recent editorial in the Herald written by the editor, Zannette W. Potter:

Dear Madam:

The article entitled "Obey the Whistle" in the January 24 issue of the Business Women's Herald which was sent to my secretary, Mr. J. L. Meegan, is gratefully appreciated, and I desire to thank you for the kind words in behalf of the members of this Department who are all endeavoring to handle the public in a courteous manner, and I assure you it is my aim that this Department shall continue to merit articles of this nature.

Very truly yours,
JAMES T. DREW,
Chief of Police.

—o—

LAUGHS MEASURED BY MACHINE

Jones: "Sorry, old man, that my hen got loose and scratched up your garden."

Smith: "That's all right. My dog ate your hen."

Jones: "Fine! I just ran over your dog."

The laughs aroused by this joke in the Topics of the Day film when it was shown to a New York audience of 2000 people registered as many units on the newly invented machine for measuring laughs as the noise recorded by New York's noisiest corner, the intersection of Fifth avenue and 42nd street, the American rapids, or the head of the Horseshoe Falls at Niagara Falls.

By utilizing Western Electric Audiometers to scientifically discern the volume of laughter accorded individual jokes in a test program, the executives of Timely Films, Inc., producers of Topics of the Day, the popular Pathe release, inaugurated a new departure in annexing mechanical science in its most modern form, with the motion picture.

—o—

BEST NEWS STORIES OF 1926

What were the ten most important news stories of the year just closed. The students of journalism in the University of Southern California have picked out the ten they deemed the most outstanding in the order of their importance as follows: the Byrd flight to the Pole, the McPherson case, the Mexican church situation, the Fall-Doheny trial, the Hall-Mills murder case, the English Channel swim by Gertrude Ederle, the coal strike in England, the Florida hurricane, the Eucharistic Congress in Chicago and the death of Rudolph Valentino.

Also mentioned as of outstanding importance were the visit of Queen Marie, the attempt to assassinate Mussolini, the Dempsey-Tunney fight, the baseball scandal, the world series, the Norris killing in Texas, the Don Mellett murder case, the passing of Luther Burbank, Peaches Browning and her domestic troubles, the Army and Navy football game, the Peteet suicide case, Earl Carroll's bathtub wine party and the death of La Follette.

These today are judged as last year's important events.

Ten years hence, how many of these will be deemed important? One or two? Or just one?

—o—

1926 RADIO SALES INCREASE $100,000,000

Radio sales in 1926 are expected to reach $588,000,000, it was announced recently in radio trade circles. This is an increase of more than $100,000,000 over 1925. This increase is said to be due to the increased price of radio receiving sets and not to an increased number sold.

These facts were brought out following the sale of the Victor Talking Machine company for $40,000,000 to Speyer & Co. and J. & W. Seligman & Co. It is said the Victor company suffered severely from the rapid progress of the radio industry, and in 1925 went into the sale of radio sets, which materially added to the profits.

—o—

MAKE YOU THINK

Just when we are beginning to think we can make both ends meet, along comes some bird and moves the ends.

—

One small jack can lift a car, but it takes a lot of jack to keep it up.

—

It takes a raft of friends to keep one afloat.

—

Success seems to be largely a matter of hanging on after others have let go.

—

Men who try to do something and fail are infinitely better than those who try to do nothing and succeed.

—

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Four | Oakland, California, March 7, 1927 | Number Eleven

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Which from the night shall drive thy peace away.

DINNER

THURSDAY, MARCH 10, 1927

6:30 P. M.

The Plate $1.00

This will be a specially arranged affair and there should be a large attendance.

The following officers will be installed—those elected on last Thursday:

President—Josephine Swan White.
Vice-President—Hermine Kruger.
Recording Secretary—Miss Lucy Shinn.
Corresponding Secretary—Mrs. Carrie P. Kennedy.
Treasurer—Cloe Rogers.
Auditor—Faye Otis.

New Directors—Ella Saylor, Dr. Luella Swauger, Elizabeth Sherman.

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Founder and Editor

Federal Telegraph Bldg. Ph. Lakeside 3502

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Phone Oakland 1470

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Zannette W. Potter.....Music
Isabel W. Dingwall.....Membership
Dr. Minora Kibbe.....Program
Mary B. Guber.....Reception
Bird M. Wilson.....Revision
Carrie Hall, Z. W. Potter } -------- { Service Clubs Council

RECEPTION COMMITTEE FOR MARCH

Suzanne Chalmers, Chairman
Esther Goodwin
A. M. Jessen
Freda Smith
Carrie Kennedy

DR. SHIELDS IN JAPAN.

"We spent 9 days of intensive sight-seeing in Japan, and it was our good fortune to have a Japanese lady who speaks English to accompany us. She traces her ancestors back 500 years to one of the great Tokugawa. It makes one feel very small.

Japan in mourning for the Emperor is quite different from its usual gayety. The flag is draped with black crepe everywhere, and no New Year's decorations seen.

A trip to the Shinto Shrines at Nikko was delightful. And the second largest Buddha image was very interesting. The building covering it was carried away by a tidal wave at one time, and again destroyed at the great earthquake, but the image stood, only settling back one foot.

We visited the shrine to the Goddess of the Mermaids at Enoshima, an island, and the legend is like this: The fishermen were having sickness and ill luck, and claimed the mermaids were responsible. So this temple was built to appease them, and once a year the young fishermen and the beautiful young maidens in special costmes. with music and flowers, proceed to the shrine, with priests, and pray; and the altar of the mermaids is carried on the shoulders of the young men, they swimming with it to another shore, where it is placed in a shrine for one hour, and then taken back. Since observing this annual ceremony the fishermen have prospered.

Japan is artistic to the maximum, even the rice fields; and the oxen are decorated with bright colors; politeness and etiquette to the point of being irksome is observed.

To-morrow we leave for Shanghai. Best wishes to club members."

JUNIOR JOTTINGS

Friday, March 18th, is the date set for the Junior's St. Patrick Dance. Plans for another perfect affair are being formulated by the Chairman of the dance, Marion Claire. Remember the date March 18th.

At the last meeting of the section Miss Edna Stephens President of the Berkeley Juniors, was present and extended a cordial invitation to the girls to attend the dinner dance to be given by the Berkeley Section on March 19th. The affair promises to be an interesting one and is to be given at Drake's in Berkeley, the price is $2.50 per person. If any member wishes to attend kindly get in touch with our Secretary, Bernice S. Van Allstyne, immediately.

Harriet Bakewell,
Publicity Chairman

Advertise in the Herald.

STUNT NIGHT

The last night of the Convention is to be **Stunt Night.**

Miss Lucy Shinn, vice chairman of the Prankfest and Stunts committee, announces that our Club is to have the last stunt, and the committee plans that this stunt shall close the Convention in a "blaze of glory".

It is going to take more money to create this glory than the committee can be allowed from the Convention fund and for this reason they are planning a candy sale during Easter week. This is an opportuity for the whole Club to join in to make this finishing touch of the Convention a great success.

Who will donate home made candy for the sale? Phone Mrs. McClenegan, Oakland 1470, immediately so the committee will know what to count on.

AMONG OURSELVES

Glad to report Suzanne Chalmers improving. She was taken ill at the Costume Party, and has been in bed ever since.

Ella Saylor made us feel like an intimate group at home with her in the last book review, and Claudine Detoy is always tiptop with current events. Note that we are swinging back into line on the second Saturday of the month, which means next Saturday. See the program announced elsewhere. It's most attractive.

Vermont is the latest State to make reservations for the convention. Letters are coming thick and fast now making inquiries as to hotel rates, etc.

The Convention Executive Committee meets weekly now, to keep things checked up.

Maude Peterson has planned a stunning scheme of decoration for the Installation Dinner next Thursday evening. Here's hoping she'll be well enough to carry it out. Zannette Potter will supply lovely musical numbers.

If you want to be happy, and make some one else happy, too, go to the dance next Friday evening, the 11th. Everybody's happy there.

—o—

Mrs. Henry G. Hill, president of the Women's City Club, was the guest speaker last Thursday and made a good impression. Mrs. Hlll outlined the purposes of the proposed women's city club building to be erected on Alice street, told of club buildings she had seen when on a recent trip east and urged co-operation of all women's clubs in the east bay, stating in conclusion that the Women's City Club as planned would not overlap the interests of any other club in Oakland and asked for the support of the newest of club projects.

ELECTION DINNER

Mrs. Henry Hill, president of the Women's City Club was the speaker at the dinner last Thursday evening. Mrs. Hill again brought to us the value of vision and co-operation through which the new Women's City Club is an accomplished fact. She pointed out the opportunity for co-operation between all the clubs of the city, each one of which has its own particular place and mission.

President Saylor extended a cordial welcome to the Women's City Club, our new neighbor.

Miss Saylor also gave her report of the activities of the past year, the outstanding event being the invitation to the National Convention to meet in Oakland in 1927, and the progress made toward its entertainment. At the close of the speaking the tellers gave their report, the following officers being elected for the ensuing yaer:

President, Josephine Swan White; Vice President, Hermine L. Kruger; Recording Secretary, Lucy Shinn; Corresponding Secretary, Carrie P. Kennedy; Treasurer, Cloe Rogers; Auditor, Faye Otis; Directors: Ella Saylor, Dr. Luella Swauger, Elizabeth Sherman.

Each year we regret to see our faithful officers relinquish their places, but each year we find that new officers bring new vision and vitality, and win a place of their own in our hearts.

Let every member attend the installation dinner next Thursday to give them a royal welcome and to pledge to them and our convention general Chairman, Mrs. Guber, our hearty support for the convention and throughout the year.

—o—

BOOK REVIEW

On Saturday, March 12th, 1:30 p. m., a very interesting program, as follows:

Mrs. Henry L. Parrish, of the Original Writers' Section of Ebell, a writer of plays and stories, will review one or two of the notable late books.

Miss Zannette Potter will tell us of Fannie Hurst, her life and her books.

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THE COSTUME PARTY

This annual club event was a lovely affair. The decorations arranged by Mr. Jas. H. Cobbledick and his staff of artists were never more beautiful. The immense book on the stage was Mrs. Petersen's idea and formed a becoming setting for those who took part on the program.

The Corrinnian Trio were in beautiful colonial costumes and rendered enjoyable music during the evening.

The Lyric Trio, Misses Sherwood, Dupuich, and Mrs. Bruce, sang in their usual good form.

Rudolphine Radil, dressed in a fetching Bohemian costume, sang most delightfully and responded to encores.

Ursular Faucit was a great artistic success with Hamlet's Soliloquy and a refreshing group of nonsense poems.

The grand march of those in costumes brought out various and divers costumes of variocolored hues. George Washington and Martha, depicted by Z. W. Potter and Mary Campbell respectively, took first prize. Others who took first prizes in their class were Bird Wilson in Egyptian harem costume; "Mr. Bekin" as a gay knight; Mrs. Bartlett for the quaintest costume; Harriett Bakewell, men's costume as Junior; Sue Bradley, who was regal in long train and dress of 1850; Mrs. Pinkston in a becoming gown 1860, and others, Mrs. Burckhalter, Miss Hammond, and Mrs. Taylor of Alameda were the judges.

Dancing closed a very enjoyable evening.

—o—

NOTICE

Chairmen and Vice-Chairmen of Convention Committees will meet at dinner Monday evening, February 28th, at club rooms, for regular monthly meeting, as decided at last meeting. Bring reports of work done during month of February. Phone Oak. 1470 for reservation.

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AMERICA NOT A MELTING POT

Disrupting the theory that America is a "melting pot" as regards race production, Professor Samuel J. Holmes, University of California zoologist, has found that the foreign-born seek mates among their own people—in California at least.

In a research, based upon families which send their offspring to the university, Professor Holmes has found, he says, that the racial fusion idea is not borne out, and is the exception rather than the rule in this State.

A summary of the scientist's report is as follows:

1. American-born men of British, German, French, Swedish, Danish or Dutch ancestry marry foreign-born women of the same or a closely related race.

2. Women of foreign birth marry American men whose ancestry can be traced back to the same source as their own.

3. Relatively few students come from marriages between Southern European and native born persons.

4. Many Irish fathers of university students picked as wives women of English extraction.

In compiling the tables of his report, Professor Holmes closely studied more than 1000 California families, including thirty-five nationalities or mixtures of nationalities.

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BUSINESS WOMENS HERALD

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To uplift our fellow being, and like man to feel for man."

"Most people would succeed in small things if they were not troubled with great ambitions."—*Longfellow.*

Shamrock Luncheon

St. Patrick's Day at the noontime

12:15 precisely.

Dr. Kibbe says, wear a bit of green and come in the true Irish spirit, leaving the proverbial shilalagh at home.

Mrs. **M. P. Downing** will tell some stories and others will be asked to contribute likewise.

The **Philomel Trio**, composed of Ada Angel, Miss Miles and Jeannette Saunders, will sing a group of Irish songs and all will be jollity and good will.

Make your reservation an early one.

Phone Oakland 1470.

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Mary B. Guber.....Reception
Bird M. Wilson.....Revision
Carrie Hall, Z. W. Potter { Service Clubs Council

RUMMAGE

Bring in your rummage at **once** to Club Rooms. Bring your neighbors'rummage, also. If too large for you to carry, telephone Mrs. McClenegan and it will be called for. We need a huge pile to pay taxes.

HAREM RESCUES AT $5 PER GIRL

According to information received recently by Chief Justice Wm. H. Waste, state chairman for Near East Relief, Aleppo, which is about 250 miles north of Jerusalem and just over the desert border from Turkey, is the center of adventurous activities by which 2,000 Christian girls have been rescued from Moslem harems at a cost of $5 each.

After the armistice, the League of Nations was given guardianship over Christian girls who had been made captives in Turkish and Arab harems. For a time the work was carried on briskly from the league offices in Constantinople, but then the appropriation gave out and the work languished. During the past year it has been carried on by British and American volunteer workers in Aleppo, who have offered $5 a head for girls rescued from harems. The work has the support and approval of the British Society of Friends of Armenia and the American Near East Relief, and is endorsed by the British and French governments. So important has the enterprise become that Miss Karen Jeppe, League of Nations commissioner in Aleppo, recently traveled from Syria to Switzerland to report its details to the League Council in Geneva.

Convention Broadcastings.

Inquiries are coming by air mail and wire for hotel rates, railroad rates, bus rates, steamship rates, where is Oakland, and where do we go from there, and so on.

State conventions are being held in many States this spring, and Oakland will be on exhibition at each one, through the lovely photographs the Chamber of Commerce provides.

Perhaps the Oakland convention may launch the International Federation of B. P. W. C. The National President, Lena Madesin Phillips, has appointed a committee of international relations, with Miss Harriet Taylor, of New York, as chairman; Ida Anderson of Indianapolis, well known traveler, lecturer and writer; Mrs. Stewart Smith of Stamford, Conn.; Miss Lilliam Burton, now in France, and our own Dr. Shields, as other members of the committee. Miss Taylor, the chairman, has crossed the Atlantic 22 times and visited every European country, so is well qualified to take charge of this important work. This is only one of the big things we have to look forward to, in July.

Women and Finance.

You have heard that women know little or nothing about finance, that they cannot make the check stubs balance and produce marvelously intricate puzzles when they essay to keep a budget. C. G. Wyckoff has managed the Magazine of Wall Street for sixteen years and has just purchased a minority interest. C. G. Wyckoff is sole owner and in complete control of The Investment and Business Forecast.

And the name is Cecelia G. Wyckoff and until this month it has not been known publicly that "C. G." was a woman.

—o—

Betty Clow is responsible for the new lantern decorations in the Auditorium, harmonizing with the blue and orange of our curtains. Some spiffiness!

—

Maude Petersen is back to work again after a rather protracted illness—and back to a brand new spiffy office located at 20th and Franklin with every thing cosy and handy as the proverbial pocket in a shirt. Success to you in your new quarters, Maude.

AMONG OURSELVES

Ethel Presher is having a very slow recovery from the accident suffered, but we are very glad to report improvement, even though slow. She is staying at a sanatarium at 348 35th St., and is permitted to see callers now.

—

Delena Randall has been a victim of the Flu, but coming up nicely. Some sunshiny days will bring all our invalids up to par quickly.

—

Mary Belle Guber ran away to the southland with her family for a few days relaxation this week.

—

The installation ceremony last Thursday evening was a real surprise, showing that two of our members, at least, can keep a secret, as Ella Saylor and Laura Pinkston have been whispering together for days, and wouldn't tell us a word. They concluded that as marriages are made in heaven, and our club home has been our Paradise, it was time we had a wedding. So Mrs. Pinkston officiated as the minister, appropriately garbed, silk hat and all. Ann Ryan, stunning in white wig and dress suit, was the doting father who gave his dauhgter, Josephine Swan White, away. Ora Egan, in page's costume, was ring-bearer; Hermine Kruger maid of honor, with Lucy Shinn, Carrie Kennedy, Clo Rogers, Faye Otis, Ella Saylor, Dr. Luella Swaugtr, and Elizabeth Sherman as bridesmaids. Who was the groom? Why, the Club, of course; and the vows that were made by all parties are proof against any divorce court in the world.

The retiring officers were joyously received into the fold of the P. O.'s, and the blushing bride proceeded to handle the gavel. She presented two new members as her first contribution, folowed by five others, so the membership drive has commenced with seven.

Lucille Covington's brilliant singing was very much enjoyed, and after the dinner another happy surprise followed, in a talk by Professor C. E. Rugh, of the University of California, on "Why we behave like human beings". Exceedingly interesting, and giving much food for thought, it completed an evening which provided a real feast of good things.

—

Maude Peterson was able to supervise the lovely decorations the help of Mary Campbell and for Installation Dinner, and with Betty Clow, wedding bells—arch of blossoms and lovely garlands were all in place for the wedding.

—

Spring is here and soon the porch committee will be planning new flowers and vines on our roof garden. Let each one take an interest in this beauty spot of the club—pull a weed occasionally or donate a shrub or flower or manage the sprinkling pot or what not. The place is yours—help keep it up.

—

Mrs. Bishop is recovering from a series of illness and accidents, and we trust will be able to be with us oftener. She says she always maintains a close touch with the club through the Herald, though.

—

Bird Wilson was a guest and speaker at the Hayward B. P. W. C. last week, and reports a delightful evening with the live new club.

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Dear Miss Potter:

Six weeks have rolled by most pleasantly. Each port is a combination of fairy land and squalor. Japan charmed us. We were there eleven days and only one day was rainy. That was the day we went to Nara. In one of the temples in Nara is the largest bronze cast image of Buddha or Daibutsu as they call it. It is covered by the largest wooden building in the world and even so the present building has been reduced to 60% of its original size. The building has been destroyed previously once or twice by fire and at one time Daibutsu stood exposed to the elements for 100 years before a new building was built to cover him. The head was so damaged that a new one had to be recast of bronze and it is much darker in color than the rest of the statue. He sits on a huge bronze lotus flower on a high base covered with gold leaf and carved scenes, depicting life in fantastic forms. I do not have my list of dimensions but it is enormous. Besides there are smaller images of Buddha on each side which must be 40 or 50 feet high. We were told that the nostrils in the Daibutsu were large enough to permit a man to crawl through them. There are bronze vases containing bronze water lilies at each side. The width of a lily leaf looks about one foot but by actual measurement it is three feet and these are at the foot of Buddha.

There are large wooden pillars within the building and through one is cut a square opening. If you can crawl through this opening you will go to heaven. We were told the Prince of Wales accomplished the feat. I discounted the statement but we were most seriously assured he did it.

(Continued)

JUNIOR JOTTINGS

Tuesday, March 15th, the regular meeting of the Juniors will be held at 8:00 p. m. sharp. Our president and vice president are arranging an interesting program which is to follow the business meeting. It is earnestly hoped that a large attendance will be present, those who don't come will miss a splendid meeting, give the club and President Bouchet your support and make every effort to be there.

Marion Claire, chairman for the St. Patrick's Dance has asked the following girls to assist her in plans for the affair—Ethel Mullarky, Juanita Pearson, Viola Bocca and Alice Bouchet. Extensive plans are being made for one of the best dances of the year—so every member must plan to be present and to tell their friends about it. The date is March 18th.

Remember the Meeting March 15th at 8 o'clock sharp. Be there.

Harriet Bakewell,
Publicity Chairman.

—o—

Dr. Shields has written the editor a wonderful letter telling of her trip and as the story follows the Doctor's experiences related in the serial just completed in the Herald it will be meet that other chapters be continued at once of the letter in question. Read the first installment in this issue.

—o—

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Knock, and you're on the shelf;
For the world gets sick of the one who'll kick,
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Boost, when it starts to rain;
If you happen to fall, don't lie there and bawl,
But get up and boost again.
Boost, for your own advancement,
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Capital Punishment.

Give credit to Governor Bulow of South Dakota. He has vetoed the bill to restore capital punishment in that state, and as he vetoed the bill he said: " 'Thou shalt not kill' applies to organized society as well as to the individual of society. Civilization has reached a higher plane than the approval of legalized murder."

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Federal Telegraph Bldg. Ph. Lakeside 3502

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1608 Webster Street
Phone Oakland 1470

Entered as second class matter, Jan. 17th, 1927, at the post office at Oakland, California, under the Act of March 3, 1879.

OFFICERS

Josephine Swan White.....Pres.
Hermine Kruger....Vice-President
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Olive Castle .....Decoration
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Bird M. Wilson.....Revision
Carrie Hall, Z. W. Potter } -------- { Service Clubs Council

PATRONIZE OUR ADVERTISERS—TELL THEM YOU SAW IT IN THE HERALD.

Los Angeles, California, 509 Lissner Bldg.,
March 9, 1927.

Dear Business and Professional Women,

As the State Legislative Chairman of the Federation, I am asking all of the Clubs to come to my assistance in a drive to put over our legislation.

You are asked to present the matter before your Clubs at a specially called meeting, if necessary. I am asking every Club to send letters to their Senators and Assemblymen at Sacramento, asking them to vote for Senate Bills 672 and 673, relating to community property. Also, to vote for Assembly Bill 1145 which protects the Vocational Department of our Federation from having to procure a license from the State Labor Department in order to carry on their work. Also vote for Assembly Bill 490; all of which were sponsored and introduced for our Federation.

Also especially mention the fact that you are opposed to Assembly Bill 302, and Senate Bill 76, or any other bill which purports to limit the hours of Employment by women, as the Federation has taken a stand on this subject a number of times.

I am asking for immediate action, for unless you get these letters to Sacramento within twelve days they will be of very little value.

Also, please importune prominent people of your locality to also write letters.

If each Club will do their duty, we should be successful.

Yours very truly,
CAROLINE KELLOGG,
State Legislative Chairman.

New York Feb. 15.—Miss America has found her place in the financial sun.

Women today cash more dividend checks of the billion dollar American Telephone and Telegraph Co. than do men while an army of housewives, stenographers, women dependents and workers forms half of the number of shareholders of the Pennsylvania railroad.

Millions of dollars are being invested annually in railroads and industrial corporations More than a hundred million dollars worth of bonds was taken over by women investors in the big January investment demand, bond houses estimate while the purchase of stock is said to exceed that figure.

Middle class women—mainly housewives, who from their tidy savings from the household budget build up a second family income by stock purchases—form the vast bulk of women security purchasers. The dividend check from the electric light company is often used to pay the light bill.

Analysis of investors in a recent offering of stock in a large public utility showed dressmakers, beauty culturists, nurses, laundry workers and housekeepers among the purchasers, with the housekeepers leading all the men and women in the number of subscriptions.

Half of the Pennsylvania railroad's $500,000,000 in stock stands in the names of women, many of whom are widows. In 1916 there were 90,388 shareholders, of whom 44,936 were women. The books of the company now show that out of a total of 141,202 shareholders there are 70,391 women owning 49.65 per cent of the stock.

The Standard Oil Company of New Jersey has 44,653 stockholders, of whom 12,473 are women.

The American Telephone and Telegraph Company has far more women stockholders than men. Of a total of 399,121 shareholders, 218,852 certificates stand in the names of women. Many telephone operators are among them.

AMONG OURSELVES

Shamrock, harps and other St. Patrick emblems gave the proper atmosphere to the club luncheon on Thursday. Mrs. M. Downing gave some delightful Irish monologues and the Philomel trio composed of Mrs. Ada Angel, Miss Daisy Miles and Mrs. Jeanette Sanders gave two Irish songs.

The program was rounded out with community singing and Irish stories by various members.

—

For some unaccountable reason due credit was not given Miss Alice Zwillinger in the Herald when expressions of appreciation were given to those who helped to make the costume party the success it was. Really did Alice ever fail to help out? Never. No one is ever more willing to "lend" her talented kiddies that our own Alice and this occasion was no exception. Three of her students gave of themselves and we thank them one and all.

—

That Philomel Trio is improving. They sang ever so well last Thursday and Miss Miles and Mrs. Sanders have to rush to attend the noonday meetings at all. More power to them—we expect soon to hear this trio over the radio. Ada Angel is the remainder of the songbirds and their selections of Irish songs were well received.

—

Mrs. Presher is said to be improving quite rapidly. Best wishes to all our sick ones.

—

Space did not permit in last week's issue the mentioning of a gift to Ella Saylor, retiring President, by the Board of Directors. She said it was just what she had been longing for. a beautifully bound copy of "Elbert Hubbard's Scrap-Book".

Mrs. Pinkston also presented Mrs. McClenegan with a bouquet of flowers, in appreciation of her cheerful and constant assistance.

—

The class in Public Speaking was overheard the other evening, and from all indications we're going to have a brand new crop of orators pretty soon.

Blanche Stedman was quite ill for a few days, but out again before any of us knew it. Hope the recovery is permanent.

—

Do you like our Cafeteria or don't you? And if you don't, will you tell us why you don't so it can be remedied? And if you do, why don't you patronize it, and tell your friends to do so? It looks as though everybody had gone to Weepah, at lunch time.

—

We want rummage every day now. If your collection is ready just let the club secretary know and it will be called for. But don't put it off any longer please.

—

Have you filled out and returned your Questionnaire to the University of Michigan? It's great fun answering some of the questions. You really learn something about yourself you hadn't thought of before. And it's aiding a splendid effort. Besides, we want the Oakland Club to rank high in percentage returned.

—

Have you read all the interesting things in the last Independent Woman? Getting better and better every day in every way, isn't it?

—o—

NEW MEMBERS

After such a splendid start for new members, it will not do for us to let the opportunity pass for a real membership drive. With the coming National convention and friendly contacts with business women from all of these United States, we must meet our visitors with a large membership roll as well as a hearty handshake.

Enclosed find application for one member. You are asked tc follow the plan as follows:

Ask some one, preferably on your side of your business block.

If you have no business block ask some one nearest your side of your block.

If there is no side to your block, ask some one you know

If you do not know anyone, find the stranger in your city.

Invite your prospective member to our Club Building.

A member of the Membership Committee will be at the Club at noon time the week of March 28th to receive applications.

This is our Club and this is OUR YEAR. Let's make them both BIG.

Bessie Wood Gustason,
Chairman.

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DOLLAR STEAMSHIP LINE

On Board S. S. President Garfield.

Continued from last week.

In one temple they attempted to raise the huge pillars and nothing was strong enough to hold them. Then the women were called upon to donate their hair to make cables. Thousands of women shaved their heads. We saw these hair cables the size of my arm which were strong enough to raise the heavy timbers used in the construction of the temple. I noticed that there was red hair as well as black. Upon inquiry I found that people in certain parts of Japan do have red hair, also that they dye their hair. It is considered a mark of disrespect or rather lack of etiquette for a Japanese woman to allow a man to see her hair gray. The many types of hair dress are beyond description. The unmarried women have styles of hair dress and the married another. I noted, however, that the Japanese in the cities have a simple type of hair dress and very few of them have bobbed hair.

Nara is also noted for the sacred deer which go about as they will and eat cookies from your hand, or even stick their noses in your pocket searching for something to eat. There is a story about a little boy monk who killed a sacred deer and when it was found out, he was killed and buried in the same pit with the deer. Later his mother planted a maple tree on his grave. You often see paintings of the sacred deer and there will also be a maple tree in the picture, too. There are over 3000 deer there that go into a yard provided for their use at night when the keeper calls them. It is customary to give presents to the temples and shrines and in Nara, I never saw so many stone toros in double rows on each of the walk leading to the temple. You have doubtless seen pictures of them. They are like a stone lantern mounted on a stone pedestal, with a stone base and varying in height from 4 to 8 feet. Originally they burned candles in them to light the spirit of the departed on its way. They also have real lanterns too, hung around the porches of these temples. I would have liked just one of each for a summer garden. We watched a fantastic religious dance by some young girls. Miss Alice Zwillinger would have appreciated that. After a girl matures, she is considered unclean and can not perform the ceremonial dance.

(Continued)

JUNIOR JOTTINGS

At the last meeting of the Juniors one of the most interesting programs the Section has ever had was enjoyed. Miss Mary Barmby gave a most excellent review of several of the latest books. Some very lovely poems were read by Miss Bird Wilson. All in all the program was excellent and the Juniors certainly appreciate all that Miss Barmby and Miss Wilson did for them.

Harriet Bakewell,
Chairman of Publicity

WOMEN IN WARS

In France the new army law says that every citizen over the age of 21 shall be liable to military service in time of war. Women are citizens of France. So the law is interpreted to mean that French women will have to help the men fight in future wars.

—

That is not especially new. There have been times and places in which women did ALL the fighting, leaving the MEN behind to keep the home fires burning. That plan was known as the matriarchal scheme of civilization. It didn't work. But about everything has been tried.

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n J. Ferguson,
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mento, California.

BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Four | Oakland, California, March 28, 1927 | Number Fourteen

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Luncheon Extraordinaire

Thursday Noon, March 31, 1927.

Mrs. White wishes this fifth-Thursday-of-the-month-luncheon to be indeed an extraordinary affair. It is hoped the reservations will warrant using the main auditorium. A rare treat is in store for us:

The Women's Glee Club of the University of Redlands will favor us with a half hour of music. They are on their annual Spring tour through California. They will be at the Berkeley First Baptist Church next Thursday evening. Thursday before noon they will be at Piedmont High School and will meet at our club at 12:15. Be on time to hear them.

Their director is Professor Butterfield, and their purpose is to advertise the University.

THE PHILOMELS

will meet Friday night, April 1 in the Coffee Shop of the Hotel Leamington at 6:30 P. M. The dinner a-la-carte. The hotel management has placed a room at the disposal of the Philomels to which they will go at 7:30 for a short business meeting and a half hour of singing. Full attendance desired. Ring Zannette Potter Lakeside 3502, for reservations.

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Luncheon
Dinner

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RUMMAGE SALE

The Annual Rummage Sale is just a week away. We want clothes, dishes, trinkets, ornaments, fish, bowls, paper, shoes, house and lot, anything and everything. If you have too much to deliver to the club yourself (and we hope you have) phone the club Oak. 1470 and it will be called for.

Leona Henas, Chairman

BUSINESS WOMENS HERALD

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ZANNETTE W. POTTER
Founder and Editor
Federal Telegraph Bldg. Ph. Lakeside 3502

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RUMMAGE

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Annual Sale in April

NEEDS ALL YOUR CAST-OFFS
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MRS. McCLENEGAN
OAKLAND 1470
MRS. LEOMA HENAS
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EVENINGS

DOLLAR STEAMSHIP LINE

On Board S. S. President Garfield.

Continued from last week.

In Japan all trades and professions are handed down from one generation to another. If a family does not have heirs fitted to continue the trade, they adopt those who show ability. In the village, back of Nara, beyond the mountain, dwell the blacksmiths or those who work in steel. Now there are only three families left. They make the royal swords and cutlery. We visited their shop in Nara. My but their knives and scissors were sharp.

We saw a sacred pony. He is supposed to allow the spirits to ride where they desire.

In Manila we saw the first and only bamboo pipe organ in the world. The story is that a young man entered the priesthood at the insistence of his parents. He had wanted to be a musician and after coming to this lonely island, he hungered so for music, he searched for material to build an instrument, "The Bamboo Organ" in Las Pinas Church, Ritzal Province, P. I. Father Diego Cera, a member of the Agustino Recoletos Friars began the construction of the organ in 1818. The bamboos were covered for six months with sand from the beach to preserve them from the attacks of grubs. The work was only finished in 1822. Twice the organ was badly damaged, in 1862 by an earthquake, and in 1882 by the rains as the church's roof was blown up. They repaired it partly. From 1888 to 1917 it wasn't played any more. In 1917 Father Faniel, a Belgian missionary, undertook the repair of the organ with the help of the Las Pinas people. This bamboo organ is the only one of its kind in the whole world. We climbed a crude stairway to the loft to see it. Some boys worked the bellows and the father played a sacred chant. Despite the poor condition of the organ, some tones were good. It was a pathetic cry to the departed soul of a priest who loved music. I am bringing a postal card picture of it home. We are nearing Penang. The wooded islands are to the right of us. Me for the view.

Cordially yours,

Lillian Shields.

HIGH TIME

The idea of a college whose main purpose is to train women to become housewives is highly commended by Chancellor Heber R. Harper, of the University of Denver.

"Modern colleges are not doing as much as they should to educate their sturents practically," he declared. Then he intimated that the experiment proposed in New York city where such a college is to be founded by means of $1,125,000 donation by William Van Duzer Lawrence, may result in other colleges offering similar training.

Others May Follow

"If this new college attempts to enlighten young women on the prospects of the career that they are most likely to follow in the long run, that of wife and mother, and does it in good faith, other schools may follow the example," the educator said.

—:—

DESIGNING WOMAN

To Miss Elsie Eaves of New York belongs honor of being first of her sex to be elected a full member of American Society of Civil Engineers in 75 years of its history. She's graduate of University of Colorado and an experienced engineer.

Real Estate Problems?
Consult Your Realtor
WILLIE MAY BRIDGE
1606 Webster St.

AMONG OURSELVES

Those who were not at Thursday evening's meeting missed a rare treat. The moving pictures furninshed by the Telephone Company were fascinating, in their illustration of the telephone service from its crude beginning in 1876, until the present marvels in speaking from one continent to another. Of especial interest was the delineation of the transmission of photographs over the telephone, the process requiring but seven minutes.

Mr. R. D. West, Publicity Manager for the company, told the story of their work, and Miss Thelma Harvey, telephone operator, impersonated "The Voice with the Smile", in describing the details of service by the operators.

Miss Evelyn Kelley, coloratura soprano, gave a group of songs charmingly, accompanied by Miss Gloria Rasmussen

—

Our President announced, at the dinner Thursday evening the appointment of Maude Carol Asher as Chairman of Publicity for the club for the next year. Mrs. Asher asks the co-operation of all club members in sending in appropriate items of club members and events, addressing her at the Club House.

—

The application blanks for membership which were so carefully folded in the last Herald, had to be removed at the last moment, under the postal regulations. But you will receive them within a few days in a special envelope. So be ready for the Membership Drive.

—

Elsie O. Stoltz of The Yellow Lantern, Oriental Art Shop reports having had a delightful trip to Los Angeles where she spent a three weeks vacation.

There are many successful shops also in Pasadena, Hollywood and Long Beach where the owners were pleased to learn of the Convention. One of the nice side trips was to the Mission Inn at Riverside.

The war conditions in China have not as yet affected shipments, especially goods intended for the June brides.

HOTEL OAKLAND
OFFICIAL HEADQUARTERS
B. P. W. C. NATIONAL CONVENTION
JULY 17-23 INCLUSIVE

It has been a great pleasure to see again at our Club our former member, Mrs. Frances E. Haas, who for four years has been traveling for the Butterick Publishing Co. in charge of Delineator subscription campaigns. Members will be glad to know that Mrs. Haas's ability has won her promotion to District Sales Manager, her duties including the supervision of campaigns in 12 western States.

—

Mrs. Katherine Rucker has been quite ill with pneumonia but we are happy to report that she is recovering finely.

—

Mr. Dukette will use our Hall, Mar. 30, 31, Apr. 1, 3, 4 5, 6 for a series of lectures on New Psychology. We hope many will attend. 8:15 P. M.

—

The P. O.'s will meet on Friday evening, April 1st, at the club rooms. Initiation of the latest "put outs" will be a feature.

—

Don't forget the date of next Book Review, April 9th, 1:30 P. M.

—

Our club paper has a second class rating at the post office but we're a first-class club never-the-less.

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ANNOUNCEMENT

The Herald business manager is happy to announce that at last all details have been arranged and the Herald is now accepted at the U. S. Post Office as second class matter at the rate of one cent per pound postage.

This means a saving of an average of $25.00 per month.

During the pendency of the application for second class rates it was necessary to deposit full postage of one and one-half cents a copy but upon acceptance the Post Office refunded $40.00 after deducting postage at the new rate from date of application.

Laura E. Pinkston.

—:—

APPRECIATION

Oakland, Cal.
Mar. 21, 1927.

Dear Miss Potter, Editor

Will you allow me space enough in the Herald to thank first the Club as a whole for the beautiful flowers and then to thank (words seem inadequate) each member from whom I have received cards, letters, flowers and candy, even a beautiful birthday cake came on the 2nd of Feb. and the nurses sure enpoyed it. (So did I)

Edith Bayliss Presher.

—:—

CONVENTION BROADCASTINGS

ATTENTION: The regular monthly meeting will be held this time on Tuesday, April 5th, at 7:30 P. M. Please bring typewritten reports of your work for the past month.

Convention Headquarters will be located in our Club Building, 1604 Webster Street, beginning Monday, March 28th. Telephone Lakeside 2579. Office hours, 9 to 5 o'clock.

Wouldn't you like to hear the club in Salt Lake City singing the following at its meetings to the music of "On the Road to Mandalay":

By the Golden Gate's wide portal,
Looking westward to the sea,
There will be a big convention,
And I know they're calling me.
For the wind is from the ocean,
And the voices clearly say,
"Come you here, you B. P. W.,
Come to Oakland on the Bay
Come to Oakland on the Bay."

Oakland is being advertised in song and in publications, in pictures and in prose, at every one of the 850 clubs in the United States just now.

—:—

JUNIOR JOTTINGS

Friday night, March 18th, the Section held one of their most successful dances of the year. The Spirit of St. Patrick was carried out very successfully the decorations and speciality number gave out the true atmosphere.

Our club member, Thanet Mellick, is still in New York City enjoying her work and the wonderful advantages of the city immensely.

Harriet Bakewell,
Chairman of Publicity

—:—

HAVE YOU

filled out your questionnaire and mailed it back to the University of Michigan?

Lena Madesin Phillips, our National President has said: "I think of no words strong enough to express my earnest desire that you cooperate fully and quickly in this important matter." It is of great importance that every member of the Federation fill out this questionnaire fully and at once."

—:—

Please tell the tradespeople you saw it in the HERALD.

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n J. Ferguson,
Librarian,
mento, California.

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Volume Four | Oakland, California, April 4, 1927 | Number Fifteen

CALIFORNIA STATE LIBRARY

It's no good meaning what you say if you can't convey what you mean.

LUNCHEON

Thursday, April 7, 1927

12:15 SHARP

Business Meeting

This will be the first business meeting of the new administration.

Special Community Singing

Interesting Convention Announcements

Phone Oakland 1470 for reservations

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The Tying of Bows
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Kasha, Jorella or Satin and Black with White Ermine

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Phone Oakland 82

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Made in California

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Josephine McClenegan
Executive Secretary

Maude Asher.....Publicity

YOU ARE INVITED

to the Cherry Blossom Dance at the Club House next Friday evening. Maud Carol Asher, assisted by the following hostesses, will receive you:

Victoria Escoffier, Mary Campbell, Ora Egan, Clara D. Forbes, Alice Irwin, Dr. Bertha A. Jenkins, Dr. Cassie C. Moreland, Florence Bussell.

—o—

BOOK REVIEW

Next Saturday, April 9th, 1:30 p. m.

Mrs. J. E. Reid will give the review, and all who heard her before know what a treat is in store.

Other features cannot be stated, owing to Miss Barmby's absence from the city, but they are always interesting.

—o—

JUNIOR JOTTINGS

Important business meeting for members only, Tuesday evening, April 5th, at 8 o'clock sharp. Cooperation of every member is needed.

Harriet Bakewell,
Pub. Chairman.

A TRIBUTE

Every Monday morning for more than three years a copy of the Business Women's Herald has found its way to your desk. Always a welcome visitor it has been with its announcements of club activities, its news and personal notes recording the joys and sometimes the sorrows of our members making us all of one family.

The little paper had its inception in the mind of one of our members, Zannette W. Potter, who said:—"It can be done, I know it can. I will take charge of it for three or four months and give it a good start." The three or four months have lengthened into years and under her guiding hand The Herald has become a valuable and indispensible part of our club.

Now through the press of other work she has laid aside the editorial pen and her successors hasten to extend to her the hearty thanks and appreciation of the Club for creating The Business Women's Herald, truly a labor of love.

CONSERVATION

Part of the address of Hubert Work, Secretary of the Interior, before the Oakland Forum, March 24th, 1927.

You may think it strange that I should choose to talk to women on conservation, the broadest of all subjects, but conservation is the prerequisite of everything that is to be preserved or perpetuated.

The Department of Government with which I am connected is charged with the conservation of our natural resources and the definition of conservation we have adopted and work under, is intelligent use.

Although you are interested in these questions, you will be more interested in that priceless natural resource, the Nation's human element which however, only lies within my official province so far as it affects the American Indian and native Alaskans. Conservation of the Nation's human resources has not received the public attention it should unless found to be defective derelict or diseased. But normal woman, in health, has received scant consideration doubtless because of her competence and the fact that she has been more helpful than dependent since the beginning of time. Women are instinctive conservationists through unremitting and often unrequitted service, but the exhaustion of her energies is a subject well worth the study of her sisters organized into clubs and associations.

Service is an intangible thing It is of the spirit, though its accomplishments are of the body; and on whether or not a woman's courage is broken, depends her joy of living and the happiness of her household Women are the conservationists of the race, the natural mothers of physical men and the foster mother of his spirit.

As the physical attractions of our mothers wear from service, Time's artist, with invisible hand, traces in her bearing the emotions of her life. As the girl is merged into the mother, afterward growing matronly, then serenely fades into the grandmother, the tracings

Continued on page 4

AMONG OURSELVES

Mrs. Jennie G. Todd, president of the Soroptomist Club, Mrs. Glen Taylor, president of the Alameda B. & P. W. C. and Mrs. Blote, were guests of our president Josephine Swan White at the Club luncheon last Thursday.

—

On next Thursday Mrs. White, our president, will be a guest at the luncheon of the East Bay Council of Jewish Women at the Hotel, representing the Business & Professional Women's Club.

—

Was there ever a more beautiful picture than at last Thursday's luncheon, when the curtains were drawn back and disclosed the University of Redlands Glee Club. Their voices were beautifully blended and their attack was most pleasing.

Professor Butterfield is to be congratulated upon their response to his training.

Aside from the pleasure of the entertainment, our hearts were filled with confidence for future as we looked upon that fine group of young womanhood.

—

Who says we are not up to date? Our president attended the Chamber of Commerce baseball luncheon last Tuesday and helped launch the Oakland team for the 1927 season.

—

The Convention Stunt Committee candy sale starts at the club Monday, April 11, please send your donations into the club not later than Saturday the 9th.

—

The first birthday dinner of the Alameda B. P. W. C. was attended by Alice Irwin, Carrie Hall, Josephine McClenegan, Bird Wilson, with our President,, Mrs. White, and Miss Potter, State Federation officer, among the honor guests; also Ella Saylor, a member of both clubs, acted as hostess to the Oakland guests, and Maude Petersen, Mabel Saylor, Edna Spencer and Lillian Ritchie represented both the Oakland and Alameda clubs. Spring flowers made the room a bit of fairyland. Service Clubs, the new officers were installed, and the evening closed with a Chinese play, given by members of the Alameda club in a very finished manner, and beautifully gowned and staged. We wish it might be presented before our club some evening.

—o—

CONVENTION BROADCASTINGS

The regular monthly meeting of the Convention committee chairmen will be held on Tuesday evening, April 5th, at 7:30 p. m. All chairmen please bring typewritten reports of work done during the past month.

Convention Headquarters are now established in our Club Building, 1604 Webster St. with Mrs. Mary Guber, General Chairman in charge ably assisted by Miss B. Sneberg, her Convention Secretary. Telephone Lakeside 2579, hours 9 to 5 o'clock.

—o—

GOSSIP

In times that are tense and when both excitement and suspicion run high, there is a notable tendency, even among folks who should know better, to repeat gossip and speed rumor on its destructive way. The dangers of repeating hearsay have been the subject of age-old discussion, but nevertheless men are willing all too frequently to repeat a statement without first ascertaining the real facts. In the hope that some may be saved from such temptation we quote the following from The Roller:

"Gossip is a humming bird with eagle wings and a voice like a foghorn. It can be heard from Dan to Beersheba, and has caused more trouble than all the ticks, fleas, mosquitoes, coyotes, grasshoppers, cinch bugs, rattlesnakes, sharks, earthquakes, cyclones, blizzards, smallpox, yellow fever, gout and indigestion that all this United States has known or will know until the universe shuts up and begins the final invoice. In other words, it has got war and h—l both backed up in the corner and yelling for ice water."

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Continued from page 2

of her heart are sketched into her face, until finally, she seems as a confession of faith to her loved ones.

Man's moral obligation and first duty to her is the single standard and even justice. On his recognition of these we must rely for the integrity of the home unit and a social order that will insure a stabilized self-perpetuating civilization of highest order.

The mode of dress women have adopted, unless extreme has been urged by physicians for a generation. The open neck, the loose waist, and short skirt contribute to health, though they may have depressed the price of cotton. Women no longer look old at fifty, and after fifty we are all of an age. Men drop dead at their desks or on the golf course; few are first anesthetized by age. Certainly, as a people, we are cultivating and conserving the spirit of youthfulness.

The hope and assurance of these United States lies in the activity and resourcefulness of its human resources.

There are more than six million farmers' wives in the United States. Early recollections of my farm mother are that she was always tired. When I remember that she prepared three meals each day for farm hands and a large family of growing children, kept their clothes and her house in order baked bread and churned butter, carried the anxieties of motherhood in sickness and in health, I am lost in wonder at her patience and endurance.

Since the mother is the essential of any home, it should be to her conservation and inspiration, particularly on the farms, that women's clubs in the cities should address themselves. You may wonder why I talk to city women about rural wives, but I believe that those who live in cities should realize that the automobile has merged each town with the next. The flat dwelling, rather than the modern American home is now found in the cities. The country home must be fostered, for form it must continue to come the men who will do the thinking for this great Nation.

If our social fabric is to be renewed, it must be woven in the home, including the farm homes of the United States where there are 7,700,000 children under ten years of age.

I would make a plea to city women for the six millons of women on farms; That their load may be lightened; their hours shortened; recreation made possible and their minds rested. That they be helped to maintain their places as characecter builders by creating the proper home environment around their children.

Our people are becoming more thoughtful and conservative, due largely to women's influence on the public mind. With their participation in public affairs came hope, then reassurance and now confidence in their insight.

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Four | Oakland, California, April 11, 1927 | Number Sixteen

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THURSDAY, APRIL 14th, 1927
6:15 P. M. — $1.00

Helena M. Gamble — Chairman

The program will be a wonderful foretaste of the five weeks of Grand Opera to open in May under the auspices of the

Oakland Civic Grand Opera Association

Speaker of the evening — Antoine v. K. de Vally
General Director of the Opera Company

Music Program

Solos by members of the cast—
Rudolphine Radil, Prima Donna Soprano
Elsie Juilleriat, Prima Donna Contralto
and
Rudolph Caffero, Baritone

At the Piano—Josephine Swan White & Sally Osborn
Grand Opera on the Accordian—Jerome Damonte

A large attendance is expected. Phone early for reservations, Oakland 1470.

CANDY SALE

The candy sale is on. Every day this week delicious home-made candy will be on sale at the club for the benefit of the Convention Stunt Committee. Right this way for your Easter Candy.

Candy makers please note fresh donations throughout the week will be greatly appreciated.

Easter Novelties in Candies, Cakes and Frozen Desserts
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CONVENTION SONGS

Every member should know these songs so as to be a strong lead for the convention singing. First general club rehearsal, Wednesday evening, April 13th at 7:30 in the Garden Room.

Blanche Stedman,
Music Chairman.

BUSINESS WOMENS HERALD

Official Publication of the

BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

Laura E. Pinkston.....Editor & Bus. Manager

Bird M. Wilson.....Associate Editor

1608 WEBSTER ST. — OAKLAND 1470

Issued every Monday in the interests of the Business and Professional Women's Club

Subscription Price $1.00 per year

Entered as second class matter, Jan. 17th, 1927, at the post office at Oakland, California, under the Act of March 3, 1879.

OFFICERS

Josephine Swan White.....President
Hermine Kruger .....Vice-President
Lucy Shinn .....Rec. Secretary
Carrie P. Kennedy.....Cor. Secretary
Cloe Rogers .....Treasurer
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Mary Campbell .....Program
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Olive Bledsoe .....Activities
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(Elizabeth Clow .....P. O. Section)
(Mary Barmby .....Book Review)
Zannette Potter .....Philomels
(Sue Bradley (Senior).....Junior Section)
(Alice Bouchet (Junior).....Junior Section)
Parliamentarian .....Eloise Cushing

CONVENTION HEADQUARTERS

CLUB HOUSE — 1604 WEBSTER STREET
Mary Belle Guber.....General Chairman
Bess Schneberg .....Secretary

PHONE LAKESIDE 2579

RECEPTION COMMITTEE FOR APRIL

Helen Bergsma, Alice T. Burnell, Mrs. Marie S. Graves, Clara B. Forbes, Miss Daisy Miles, Bera Byington.

AT YOUR SERVICE.

One of the joys of our club is that we get to know and be interested in one another. We love to rejoice over the good fortune of any member and to express helpful sympathy in time of trouble.

The Herald wishes to further this interest and hereby appoints each member a special reporter. It requests that you drop into the mail box, conveniently placed at the head of the stairs in the Garden Room, any announcements, suggestions, items of interest concerning members or news in general.

Mrs. Harriet Haas will provide information as to legislation affecting women and Bessie Gustason will write up civic affairs.

The Herald is at your service.

WOMEN WORKER GOOD RISK, FINDS REPORT

In life insurance women have always been considered the "worser risks," but figures made public by the Women's Bureau of the United States Department of Labor show that male workers sustain six to seven times as many accidents in industry as women, even though women are now largely employed.

—o—

PLANNED FOR NEW YORK

The American Woman's Association plans the immediate erection of a twenty-six story skyscraper in New York City for business and professional women.

Funds for financing the undertaking have been accumulating for two years, the final drive having been called the "Hearthstone drive" typifying laying the hearthstone and building the friendly fires.

A home atmosphere is the club ideal. It will be built around a miniature park with a garden terrace and will provide a library, music room, dining rooms and a cafeteria open to the public, as well as to club members.

Miss Anne Morgan, daughter of the late Pierpont Morgan who directed the campaign to finance the project points out that the club is on the solid foundation of property in a valuable part of the city, where it will be possible to demand good rentals for stores, shops and assembly rooms.

Last week the P. O. section graciously received the latest ex-officers into their ranks after an impressive initiation conducted by Bessie Wood Gustason acting as high potentate

To the amazement of the P. O.'s the initiates arrived battered and bandaged and with the aid of crutches and canes as a result of being thrown out of office. They lined up like a beggars chorus and sang—

Oh, we ain't goin to work no more, no more
We ain't goin to work no more
Who in the neck does the club work now
Since we're not on the floor.
Oh, the white Swan pecked the Saylor's eye
The Krue-girl did for Pinkston
The Shinn girl grabbed the writer's job
So our Olive Bled-so
Oh, Carrie ousted F. Bussell
And Swauger fired Campbell
Oh, Rogers shot out Alice K
And Otis kicked out Warner.
Oh, we ain't goin to work no more, no more
We ain't goin to work no more
We're all battered up as you can see
With the work that's gone before.

They were later put through their paces but the P. O.'s decided there's no use trying to keep up with the rising generation.

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CLUB NOTES

Mary Barmby was chairman of the reception committee at the Forum lecture by Dr. Arthur Bostwick, librarian of St. Louis.

Among those who received with her were Mrs. Arthur Gustason, Mrs. Gladys Barndollar, Miss S. M. Chalmers and Miss Elizabeth Clow.

—

Suzanne Chalmers and Elizabeth Clow are out on the Pacific on their way to Honolulu for a months vacation. Watch for interesting news from Waikiki.

—

Mrs. A. S. Laing and Mrs. Hattie Lehnhardt have been on the sick list. We shall be glad to see them back at the club soon.

—

Alice Irwin wishes to express through the Herald her thanks to all those members and friends who helped to cheer her with flowers and messages during her recent illness.

—

Important practice meeting of Philomels on Monday evening, April 11th, in the Garden Room at 7:30 sharp. New voices welcome. Phone Zannette Potter, Lakeside 2230.

—

Jean Morken has so far recovered that she is now walking without crutch or cane and this week the cast will be removed from her arm.

She says, "I feel I should shout from the housetops, be sure to carry accident and health insurance." Her insurance brought her through her long siege with every comfort with her mind free from worry and no debts to burden her.

—o—

An Englishman heard an owl for the first time.

"What was that?" he asked.

"An owl," was the reply.

"My dear fellow, I know that, but what was 'owling?"—Ex.

HOTEL OAKLAND
OFFICIAL HEADQUARTERS
B. P. W. C. NATIONAL CONVENTION
JULY 17-23 INCLUSIVE

CONVENTION BROADCASTINGS

At the regular meeting of Convention Chairmen last Tuesday evening attention was given to souvenirs to be distributed among our visitors which would be typically Californian, something lovely, of course, and yet within our means. Ideas will be welcomed but remember, we will need thousands, not dozens.

Florence Stahl, President San Jose Club, Mrs. Taylor, President Alameda Club, Miss Goedel, President Richmond Club, Dr. Powell of that club, and Beth MacDonald, of Berkeley Club, were present, with offers of assistance.

Can you believe it? Over 900 hotel reservations have been made to date.

—o—

JUNIOR JOTTINGS

All members should plan to bring a prospective member to our next meeting, which will be a social on April 19th.

An "April Frolic" will be given by the Juniors on April 22nd. The committee in charge of the dance is headed by Harriet Bakewell chairman, assisted by Luella Craig, Grace Haskin, Ruth Haskin, Rhobie Irwin, Juanita Pearson, Evelyn Silsbee, Juanita Stanley. Remember to tell your friends of the forth coming event.

Harriet Bakewell,
Publicity Chairman.

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STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 12, 1912.

Of Business Women's Herald, published weekly at Oakland, Calif., for April 1, 1927, State of California, County of Alameda, ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Laura E. Pinkston, who, having been duly sworn according to law, deposes and says that she is the Managing Editor of the Business Women's Herald, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations.

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher Business & Professional Women's Club, 1608 Webster Street; Editor and Managing Editor (Mrs.) Laura E. Pinkston, 2932 E. 16th Street; Associate Editor (Miss) Bird M. Wilson, 315 19th Street.

2. That the owner is:

Business & Professional Women's Club, an incorporated body, a non-profit organization, having no capital stock; the officers of which are: Pres. Josephine Swan White, 663 11th St.; Vice Pres. Hermine L. Kruger, 3281 Central Ave., Alameda; Secy. Lucy Shinn, 3838 Harrison St.; Treas. Clo Rogers, Central National Bank, Broadway & 14th Street.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are none.

4. That the two paragraphs next above, giving the names contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

LAURA E. PINKSTON,
Editor and Business Manager.

Sworn to and subscribed before me this 31st day of March, 1927.
(Seal)

DORA E. COOLEY, Notary Public.
(My commission expires March 19, 1930.)

National Federation.

A call was sent out by some of the business women in San Francisco to meet for the purpose of forming a club which would join the National Federation of Business and Professional Women at once, that there might be a hostess club in San Francisco to receive the women of distinction who will visit us this summer. Some of our members attended the meeting, and report a very live group who vision a splendid power for accomplishment in a national organization, and the greater opportunity for service in the building up of a world-wide federation, such as ours is becoming. Another meeting will be held within a few days to complete the organization.

CLUB CHORAL

The S. F. club paper is using "yards" of space in each issue to boost their choral section and both directly and indirectly making a plea for singers to meet once a week for rehearsal. The Philomels, while a well-balanced group of singers, could profitably be auugmented with a few more singers at this time. If you sing at all and would like to join our singing group come to the Hotel Leamington next Friday night. Our girls always sing the best music, have good times and incidentally contribute to club and community pleasure from time to time. May Bunker, one of our leading soloists will sing next Friday night as will the popular Philomel Trio composed of Ada Angel, Daisy Miles and Jeannette Saunders. Ring Z. W. Potter for dinner reservations if you will join us

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Four | Oakland, California, April 18, 1927 | Number Seventeen

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The great always introduce us to facts; small men introduce us always to themselves.—Emerson.

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CONVENTION NOTES

Ample financing of the Convention is practically assured but the money will not be available for about two months. Will all members who have not yet paid their $5.00 assessment please send it in so that preliminary expenses can be covered.

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BUSINESS WOMENS HERALD

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Bess Schneberg .....Secretary
PHONE LAKESIDE 2579

JUNIOR JOTTINGS

Remember, the meeting Tuesday, April 19th, is a Social. Come and bring a prospective member.

The date for the play, "The Charm School," has been set for June 11th. At an early date the cast will be chosen.

Friday, April 22nd, is the April Frolic. Be sure to be present as a good time is assurel.

Harriet Bakewell,
Pub. Chairman.

IN BLOSSOM TIME

It's O, my heart, my heart,
To be out in the sun and sing—
To sing and shout in the fields about,
In the balm and blossoming!

Sing loud, O bird in the tree;
O bird sing loud in the sky!
And honey-bees, blacken the clover beds—
There is none of you glad as I.

The leaves laugh low in the wind,
Laugh low, with the wind at play;
And the odorous call of the flowers all
Entices my soul away!

For O, but the world is fair, is fair—
And oh, but the world is sweet!
I will out in the gold of the blossoming mould,
And sit at the Master's feet.

And the love my heart would speak
I will fold in the lily's rim,
That th' lips of the blossom, more pure and meek,
May offer it up to Him.

Ina Coolbrith.

EXCHANGE NOTES

At the Board Meeting of the Iowa Federation of Business and Professional Women's Club last month, Alice Boyer, State Convention Chairman told of many ways to go to Oakland for the National Convention in July. She emphasized her statements by saying she had twelve men waiting to talk to the Board, whereupon twelve men filed in with arms full of books and literature. Each was given five minutes in which to present his claim that he had the best route to California.

At this time Miss Boyer told of National Convention news and urged each club to at once appoint a Convention chairman and discuss convention news at each meeting.—Waterloo Way.

—

RUMMAGE.

Leoma Henas, and her chief assistant, Anna Ihrig, with the 25 or more club members who did duty at the rummage sale, report a net return of $600. And still there's enough rummage left to start another sale. They were certainly good saleswomen, for it didn't look as tho there was a hundred dollars' worth in the whole lot. Splendid work, we call it, and fine management. It's more fun than going to a Movie to spend a day at a rummage sale. If you want a new outlook on life, try it.

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April 17th
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Franklin at 19th St.; Oakland

AMONG OURSELVES

Our live neighbor, the Berkeley Club, is actively sponsoring the project of a Woman's Building in Berkeley. We're with you, heart and soul, girls.

—

Eloise Cushing has been doing good work for us, as well as for all women, at the Legislature, explaining why the bills the organized women are endorsing should be passed, notably the Community Property bill and the Age of Majority for Women.

—

Another delightful afternoon at the Book Review last week. Jessie Eckles found some unusual features in current events to tell us about, and Mrs. Reid vividly portrayed Elmer Gantry and Black April in her review, and sketched other books not so much talked of. Remember that Book Review is on the second Saturday of each month.

—

More and more are we made to appreciate our privileges as members of our club. Not the least of these are the programs we have at our luncheons and dinners.

Last Thursday evening we were indebted to Helena Gamble for bringing to us Antoine v. K. de Vally, General Director of the Civic Grand Opera Company. With him were three of his artists, Rudolphine Radil, prima donna soprano; Bernice Tutt, prima donna contralto and Rudolph Caffero, baritone, who with their singing filled us with enthusiasm for the Oakland opera season that will open next month.

Mr. deVally said he was born a Belgian and we only have to turn to history to know what tenacity of purpose a Belgian has. Also that he was reborn in Oakland with all that that implies in loyalty. So many have said to him "It is useless to try to do anything artistic in Oakland" that he just intends to stick to it.

He further claimed he intends to break Oaklands habit of going across the bay for the good things and has adopted our sister city's slogan with a fitting addition: San Francisco knows how. Oakland knows better.

Miss Susanne Throop gave a witty talk and our president favored us with two beautiful cantillations.

Mrs. John Merrill, one of the originators of the Oakland Civic Opera Association and Mrs. Jennie Todd, president of the Soroptomist Club were guests at Thursday's dinner.

—

The Y. W. C. A. has extended an invitation to the members of the B. & P. W. C. to a swimming party in their pool on Thursday evening, May 5th from 7 to 9 o'clock. We'll be there Y. W. — Watch us plunge.

—o—

AGAIN THE JUNIORS.

Seniors:—Are you interested in your Juniors? Do you want to be proud of us? Well, we are going to give a dance to see that the Juniors can do things and do them with all the skill and efficiency of true Business Women.

On June 11, 1927, at the Oakland Auditorium Theatre, the Junior Section will present "The Charm School". This is a delightfully entertaining three-act comedy and will be produced under the direction of Mr. John Gibson of the Culbert, Earle & Gibson Play Producers. Mr. Gibson is a thoroughly experienced director and can guarantee an absolutely sure-fire production, one which would do credit to professionals. The proceeds of the performance will go toward our national dues and for our part in the Junior Day at the coming convention.

We Juniors realize that this is a tremendous task that we have undertaken. It is one that entails a great deal of responsibility, much money, and an unending amount of enthusiasm and hard work. If we succeed we will have accomplished a thing that is exceedingly worth while and have attained a triumph in achievement. We are going to put forth every ounce of enthusiasm and effort we possess in order that we may insure a delightful evening's entertainment and make this play a success. We believe that it can be done. Are you with us Seniors?

Claire Adams,
Chairman of Production.

Yes, to the finish.

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CLUB NOTES

Mrs. Robert Vest of the San Francisco B. & P. W. C. was the guest of Mrs. George Brooks at luncheon in the Garden room last Wednesday.

Mrs. Brooks contemplates a visit to Denver soon but plans to be back for the convention.

Our deepest sympathy is extended to Willie May Bridge whose step father, Mr. Chas. Davis was instantly killed when the machine in which he was riding was struck by a train at a crossing in San Jose last Sunday. Her mother was badly injured but will recover.

Mr. and Mrs. Davis were on a visit to Mr. Davis' son in San Jose, their home is Salt Lake City.

Our hearts go out to Miss Claudine deToy also whose father Mr. Charles deToy passed away a few days ago. Miss deToy is doubly bereaved her mother having died within the year.

We are indebted to Fannie Ward Miller, whose mind is so served with good things, for the beautiful poem by Ina Coolbrith poet Laureate of California by act of the Legislature. Miss Coolbrith has been a guest at our club and is dear to the hearts of Californians.

—o—

CONVENTION BROADCASTINGS

There was a large and enthusiastic attendance at the Convention song practice last Wednesday evening. Seniors and Juniors sang together learning the California greeting songs and songs of other states under the direction of Blanch Stedman, Convention Music Chairman.

This is to be a singing convention and our own members must know the songs. Next rehearsal will be Wednesday evening, April 20th, at 8 o'clock in the garden room. Everybody come and get relaxed and rested as you sing.

The Convention Special Arrangements Committee will hold a supper meeting at the Y. W. C. A. cafeteria on Wednesday evening at six o'clock and adjourn in time to attend the practice.

LEGISLATION

Two bills of interest to hair dressers and beauty culturists have been introduced in the Senate.

Senate Bill No. 61 (Crowley), which is advocated by the beauty culturists, provides for a State Board of Cosmetology, for registration of all operators and junior operators, licenses fees, etc. It aims to raise the standard of the schools of Cosmetology and of Cosmetological establishments.

Senate Bill No. 99 (Sharkey), known as the Barbers' Bill, provides for a Board of Barber Examiners.

This bill provides for the regulation of barber shops in particular, and it, too, aims to raise the standard of such establishments. The Barber Bill, it seems, would prevent hair cutting in beauty parlors unless the head of the establishment is a registered barber. It does allow hair trimming, however, but it would be for the courts to decide where hair TRIMMING left off and hair CUTTING commenced.

The Beauty Culturists' Bill, on the other hand, provides for hair cutting and trimming in beauty parlors under operators licensed by their board. Both bills provide that establishments of either kind can not be carried on in rooms for living quarters.

Harriet A. Haas.

—o—

JOIN THE CHORAL SECTION

The Philomels meet regularly every Monday night. Where? In the Garden Room of the club. When? We begin promptly at 7:30 P. M. We sing beautiful songs, have a good accompanist and an excellent leader—what more could you wish?

Our need? We need seconds and altos. If you sing ever so little join us. Chorus singing does not call for solo voices. To sing with the Philomels is a privilege. Take advantage of this opportunity. We need you and you need us. Report for rehearsal TONIGHT—April 18, at 7:30. You will be welcome! And home by nine!

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Four | Oakland, California, April 25, 1927 | Number Eighteen

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Thursday, April 28th, 1927
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Miss Elizabeth Sherman, Chairman

SPEAKER

Professor Earle G. Lindsley of Chabot Observatory

SUBJECT

"Why an Astronomer?"

It can surely be said of most of us regarding the stars —"Having eyes they see not."—Come and learn to see.

MUSICAL PROGRAM
by
Florence Morrison (soloist)
and
The Girls Glee Club of Oakland Technical High School
Mrs. Silvia Garrison — Director

SWIMMING PARTY

Miss Margaret Matthew, Executive Secretary, has extended an invitation on behalf of the Y. W. C. A. for a swimming party at their pool, 1515 Webster Street on the evening of May 5th from seven to nine o'clock.

The natatorium recently retiled and newly decorated is very beautifful. Kindly phone your acceptance to the Club, Oakland 1470, right away.

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HAYWARD CLUB

Zannette W. Potter, state vice president was a guest of the Hayward Club last Wednesday night and "came home with the bacon". In other words brought in their credentials for admission into the family of clubs in the state federation. Incidentally Zannette was honored by being made honorary member of the new thriving baby Club. Reports a wonderful time.

BUSINESS WOMENS HERALD

Official Publication of the

BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

Laura E. Pinkston.....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. — OAKLAND 1470

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Subscription Price $1.00 per year

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Hermine Kruger .....Vice-President
Lucy Shinn .....Rec. Secretary
Carrie P. Kennedy.....Cor. Secretary
Cloe Rogers .....Treasurer
Faye Otis .....Auditor

Josephine McClenegan
Executive Secretary
1608 Webster St., Oakland 1470

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Rudolphine Radil .....Music
Mary Campbell .....Program
Ella Saylor .....Reception
Olive Bledsoe .....Activities
Bessie Wood Gustason Civic
Dr. Ella McGilvery.....Hospitality
Martha Holmes .....House
Isabel M. Dingwall.....Membership
Ann Ryan .....Emblem
Maude Asher .....Publicity
Harriet Haas .....Revision
Carrie Hall & Zannette Potter.....
.....Service Club Council

SECTION CHAIRMEN

(Elizabeth Clow .....P. O. Section)
(Mary Barmby .....Book Review)
Zannette Potter .....Philomels
(Sue Bradley (Senior).....Junior Section)
(Alice Bouchet (Junior).....Junior Section)
Parliamentarian .....Eloise Cushing

CONVENTION HEADQUARTERS

CLUB HOUSE — 1604 WEBSTER STREET
Mary Belle Guber.....General Chairman
Bess Schneberg .....Secretary

PHONE LAKESIDE 2579

PHILOMELS EXTRA REHEARSAL

The Philomel meetings are booming along. Everybody enjoying the strenuous rehearsals. The songs are lovely and you would enjoy hearing them with this singing group of club members. But this week aside from the regular Monday night sing there will be another rehearsal on Friday night, April 29. Come to both if possible but one anyway.

TEMPER, SOMETIMES CALLED TEMPERAMENT

"Nature equipped her creatures with temper because they needed it. Temper is a kind of madness, and makes the wild things forget discretion and pain and weakness. It is necessary to forget these things when one must fight for food and for life.

"Doubtless temper served the primitive man also; but now it is an unwelcome hang-over, and of no greater worth than the appendix.

"Infants have temper, and employ it to gain their ends; if they retain it as they grow older, it is because it continues to pay dividends; but no normal child or adult will employ a temper after it has become a liability.

"There is no such thing as an 'uncontrollable temper'. That is nothing but family legend, and nothing to boast about. It is rather the mark of a bully. One never uses temper on one stronger than himself. It is developed by using it on the weak.

"Temper shouldn't affright anybody. There is always someone stronger and big enough to control it for you, if you can't do it for yourself. It may make you dangerous to furniture, but not to a man with a club.

"Moral: Have a big stick of your own, and use it on your temper. And never yield to another man's temper. Use your big stick on him." (Robert Quillen)

Very Brackett Byington is latest addition to the group, is a good soprano. Now who will be the first new alto? Or second soprano? We need your voice just now and YOU WILL ENJOY IT.

Remember Monday night and Friday night this week. April 25 and April 29 at 7:30 sharp.

—o—

JUNIOR JOTTINGS

A very interesting program was presented at the last meeting and was enjoyed by a large number of members and their friends. The Section was very pleased to meet and welcome the new Senior Advisor, Miss Sue Bradley.

The April Frolic went over in fine style, everyone having a perfect time.

Tickets for "The Charm School" are now on sale by every member of the Junior Club. The cast has been chosen and rehearsals are taking place regularly. Tell your friends of "The Charm School."

Harriet Bakewell,
Pub. Chairman.

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AMONG OURSELVES

San Leandro had their annual election of officers Tuesday night. Leonore Daska, vice president last year was honored by being promoted to the presidency. The near-neighbor club will have an elaborate installation ceremony at the Alta Mira club house on Saturday night, May 21. Zannette Potter has been asked to serve as installing officer for the evening. Clubs of the Northern District are to be invited to the affair which celebrates jointly the first birthday of the club.

—o—

On Sunday afternoon Mrs. Josephine Swan White, our president, entertained all the permanent chairmen, section chairmen and their assistants at a tea in her delightful studio. Over the teacups committee plans were discussed and co-ordinated, and everybody became well acquainted.

Mrs. White feels that the Club should be a place for relaxation and joy for the busy women who comprise its membership and that even when we work for the club it can be such a joy that it will be relaxation. Her little tea carried out her theory and the committees found new enthusiasm and inspiration.

—o—

Mrs. Maurice Murphy, a pupil of Mrs. White, entertained delightfully with Cantillations, giving some French Canadian numbers: "Leetle Bateese," "Wreck of the Julie Plante" and "If I Could Find the Way." Her rendition was charming and she has promised to entertain the Club some day.

—o—

Mrs. White represented the Club at the Women's City Club Tea at the Hotel Leamington on Saturday afternoon in honor of the seventy-fifth birthday of Edwin Markham. She also contributed to the program her numbers being "How the Great Guest Came," by Edwin Markham, "Joy of the Hills" and "The Day and Its Work."

On Tuesday afternoon the 26th she will give several Markham poems at the International Art Association afternoon in honor of Mr. Markham at the Mark Hopkins Hotel, San Francisco.

—o—

At the Thursday luncheon Mr. W. H. Cross entertained with the Automatic Orthophonic Victrola and told how the Victrola Corporation had brought success out of disaster when the radio eclipsed the talking machine two years ago. Miss Vena Tice Henderson, sang delightfully with victrola accompaniment.

Orcella Rexford, the color psychologist was also a guest at the luncheon and told some of her interesting experiences on a recent trip to Europe and Egypt.

—o—

The club members in Miss Helen Bennet's Public Speaking Class, held every Tuesday evening in the club rooms, are enjoying the course greatly. As it is nearing the close they are already making plans for a second course in the near future and recommend that more members take advantage of it.

—o—

CONVENTION BROADCASTINGS

Miss Alice Zwillinger has taken the chairmanship of the Convention Greeters Committee. Grace Maurer resigned. We can trust Alice to see that all visitors are happily greeted.

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NEW MEMBERS

Mrs. Elizabeth Hoffman, Secy Highland Hospital; Miss Caroline Irone, Music. Pianist; Miss Alice Dougherty, Teacher at Oak. Evening High; Mrs. Homer T. Miller, Exec. Secy. Y.W.C.A.; Edith Campbell Drum, Registered Nurse; Vera Byington, Insurance; Mrs. B. H. Parks, Mgr. and Owner Addressograph Co.; Miss Alice Moore, Y.W.C.A.; Mrs. Clara Forbes, of Schlesinger & Sons and Miss Charlotte Morton with Bridge Realty Company have been welcomed into the club as members. Several new applications have been received and the membership drive is still on. Bring in your friends and make them happy.

—o—

SERVICE CLUB COUNCIL LECTURE

The lecture on "How To Be Happy Though Married" by J. Whitcomb Brougher at the Auditorium theater on Friday evening, under the auspices of the Service Club Council was a great success. Mr. Brougher is an outstanding humorist and dull care was certainly banished under his spell. Returns are not yet all in but a good sum was netted for the Student loan fund which was the object of the evening.

Mrs. Josephine Swan White and Rudolphine Radil of our Club assisted with musical numbers. Miss Zannette Potter and Mrs. Carrie Hall represent this club on the Service Club Council.

—o—

The P. O.'s announce the purchase of the following books for the Library at the Club: The Story of Philosophy; The Royal Road to Romance; Birds of California; Field Book of Western Wild Flowers; Gardening in California; The Poetry Cure; Parnassus on Wheels The Old Countess; Harmer John; The Plutocrat; Madam Claire; and Tom Masson's Annual. Arrangements are under way to permit books to be taken away by members, but at present we must enjoy them in the building. Drop in and dip into a book or two at the noon hour, or while waiting for dinner. They're all delightful reading.

ART IN CALIFORNIA

The people of the Pacific slope live in the present and create in the present. The people of the eastern states still live in the past, so war as art is concerned, clinging to a beautiful tradition that hampers their creative powers. "This statement" says Nadia Lavrova, "summarizes the impressions of well known artists and educators who took part in the Convention of the Pacific Arts Association first closed in San Francisco.

California is distinctly cosmopolitan, she sometimes brings a happy blending that stands for tolerance, and joy of living due, perhaps, to an influx of Latin blood, an appreciation of all the arts and a zest for their furtherance and development."

Roi Partridge, well-known etcher and professor of design at Mills College, speaking before the Convention said: "While California continues to mother and rear a larger number of artists, perhaps than any other territory of its size in the United States, we, the public of the West are still very provincial. Many a Californian has had to go East, even to Europe in order to have his art work appreciated."

"Today, local public and critics alike are somewhat too timid, too eager to respect the stamp of approval laid down in the East or in Europe.

When a self-consciousness is truly awakened, the happy natural conditions of California will begin to show their influence in the further esthetic development of the state."

—o—

The Kansas City Business Woman states there's a newcomer in their club activities. A Library Committee of which Miss Georgie Priestly is chairman. A call for used books has been issued under the assumption that each member has one or more that have been read and put away that will be delightfully new to most of the membership.

Pleasure and recreation, restfulness and relaxation, inspiration and betterment, are all to be found within book covers. Come and be one with us in bringing these to our membership.

EMANCIPATION NEAR

PARIS, April. 10—When the Yanks come back in September for the American Legion convention here they are expected to get into another fight. This time it is the crusade against the collar button.

The anti-hard collarites have sent an official letter to the Legion authorities asking them to consider most seriously low-neck shirt models which various American shirtmakers have been asked to send to them for approval. The French foes of collars believe that if the men of America can be won over to their cause their battle is over.

Robert La Peyrade, general secretary of the Anti-Hard Collar League for Hygiene and Aestheticism, says he looks to "America, the land of the free and the home of the brave," to free mankind from collared misery. He admits that the attitude of American men thus far puzzles him.

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Four | Oakland, California, May 2, 1927 | Number Nineteen

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To be superior is not to be ruling others but to stand above the partialities and futilities of uninformed desire and to rule one's self.—Spinoza.

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Thursday, May 5, 1927

12:15 SHARP

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Business Meeting

Matters of importance will be considered.

Your advice and opinion are needed

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Olive Bledsoe .....Activities
Bessie Wood Gustason Civic
Dr. Ella McGilvery.....Hospitality
Martha Holmes .....House
Isabel M. Dingwall.....Membership
Anna Ihrig .....Decoration
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CLUB HOUSE — 1604 WEBSTER STREET
Mary Belle Guber.....General Chairman
Bess Schneberg .....Secretary

PHONE LAKESIDE 2579

MAY FESTIVAL DANCE

At the Club House, Friday evening, May 13th, Good Luck. Keep the date.

MEMBERSHIP DRIVE

We love our Club. It means much to us. In it we have learned to work in groups, to overcome distrust of ourselves, to dare to express an opinion and to develop ideas. In it we find recreation, friendship and growth in business ability.

Let us not be indifferent of others who would enjoy the same development. We have much to give new members, and each new member brings a new viewpoint and new vitality to the club.

Every business house in the city should have at least one represntative in the Club before the convention. It is up to us as business and professional women to sell them the idea.

REMEMBER

The swimming party at the Y. W. C. A. on Thursday evening, May 5th, from seven to nine o'clock. All our club members have been invited to be Y. W. guests for the evening, by Miss Margaret Matthew, Executive Secretary, to celebrate the reopening of the Natatorium in all its beauty of new decoration.

Just one request is made of you—please phone the Club, Oakland 1470 if you can attend

Community Progress.

Today marks another era in the history of Berkeley's community progress, says the Berkeley Gazette. The Business and Professional Women's Club, through a committee appointed by the president, Mrs. Katherine Robertson, of the Berkeley Gazette, met April 26th, to initiate the organization of a Women's City Club of Berkeley.

—o—

CONVENTION CHAIRMEN

Convention Committee Chairmen meet Monday evening, May 2nd, at the club rooms. It will be a dinner meeting at 6:15 Sunset Room.

The Convention time is near and every member should be present.

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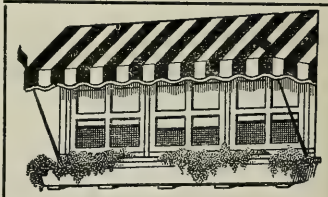

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AMONG OURSELVES

Have you seen the latest in the Club auditorium? A fine new stereopticon screen. It can be rolled up out of sight in a moment and will add greatly to our pleasure and the renting possibilities of the hall.

—

Miss Lucy Shinn was on the sick list for a few days.

—

Our President has received a delightful letter from Mrs. Florence C. Simonds of the Women's Glee Club of the University of Redlands, our recent visitors. She said in part:—"One and all have repeatedly recalled our delightful visit in your wonderful Club home and have expressed deep appreciation of the gracious hospitality extended by yourself and the club members. The delicious lunch and all the beauty and cheer in your lovely rooms together with the warm welcome refreshed our spirits and bodies marvelously. We also appreciated your thoughtfulness in appointing for us the charming special hostess, Miss Potter, who gave us every attention that could be desired."

—

The Committee Chairmen tea at Mrs. White's last week was such a success that it was decided to give a membership tea at the club rooms at which all new members are to be special guests of the club. Also each member, new and old, is to bring some one who should be a member and prove it to her.

Bessie Wood Gustason, chairman of the drive, will disclose her plans at the business meeting on Thursday.

—

The United States Post Office has installed public telephone booths in the corridor of the post office of Broadway and 17th Street. This proves Uncle Sam to be thoughtful even in the small things.

—

Under special arrangements which have been worked out by the East Bay Opera Guild and the Business and Professional Women's club our members will have the advantage of securing their seats to "The Merry Widow" one week in advance of the general public ticket sale and at the same time of adding to the club's treasury.

"The Merry Widow" is the highest priced royalty comic opera in the world. It has been played on more continents, in more big cities for longer periods of time than any other modern opera. The present production which is being made by the East Bay Opera Club is the first publication to be made of the piece in the West and will be followed next fall by a Los Angeles production which will be taken on tour. In this way Oakland leads again.

The music will be under the direction of Harry Wood Brown.

You would want to see this splendid production even if our organization were not interested. Now that arrangements have been made under which we may profit on each ticket sold, interest your friends in having them purchase their tickets through you.

Remember we as an organization profit and your friends will have the advantage of preferential reservations.

—o—

We do not wish to cause any member sorrow nor regret, but we will just have to tell what a fine treat was missed by those who were absent last Thursday evening.

Professor Earle G. Linsley, of Chabot Observatory, transported us to the heavens above for a time, and then gently brought us back to our own earth and opened our eyes to the many worlds we have right here about us. More than ever he made us realize that God's universe is one of perfect law and order.

Chabot Observatory was made possible by Anthony Chabot, who felt that Astronomy had a moral and spiritual value in the community; that it takes us away from the commonplace and turns our eyes to the heavens.

For uplift, information, and flow of wit, Professor Linsley has no superior as a speaker.

The club is planning a picnic supper at the Observatory soon, and a peep at the stars afterwards, through the fine telescope.

Continued on page 4

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Oakland 1200

Continued from page 3

And that's not all! The Technical High School Glee Club, of about 40 young girls, sang for us under the direction of Mrs. Silvia Garrison. The harmony of their voices and the finish of their work was a great credit to their director, and gives promise for the musical life of Oakland in years to come.

—

Miss Theodora Hager, of the Anaheim B. P. W. C. was a guest at the dinner last Thursday. She told of a membership drive which in about two months practically doubled their number. The club was divided into two teams, the fats and the skinnies. Now which won? Whq, the fats, of course. The others were too busy dieting.

—

Word comes from Suzanne Chalmers and Bess Clow that the B. P. W. C. of Honolulu is giving them a royal time on their short visit there.

—

The Quarterly Meeting of the Northern District of the State Federation of B. P. W. C. will be held in Palo Alto on Sunday, May 8th, beginning with a Breakfast at 10 o'clock. All those who can go please phone Mrs. McClenegan before May 5th.

—o—

ATTENTION!

As a member of the Community Council our club wishes to make its donation to the Flood Sufferers. A generous amount was contributed by the members present on Thursday evening. Those who were not present please send their donations to the Club, to be added to the fund. The need is immediate, so your prompt action is desired. Let us make the donation one worthy of our club.

—o—

CITY BEAUTIFUL WEEK

We learned that Oakland is to be cleaned up for our especial benefit during the week of May 8th, so that the city will be quite tidy before the Convention. Mr. Huber Bryant was sent to us by The Forum to tell of the movement by the Chamber of Commerce and all civic organizations to remove the weeds and trash piles from Oakland and all its approaches. Truly this is good news.

JUNIOR JOTTINGS

The regular monthly business meeting will be held, Tuesday, May 3rd. All members are requested to come at 7:30 in order that the convention songs may be practised.

Rehearsals for "The Charm School' are being held regularly. The following cast has been chosen: Claire Adams, Harriet Bakewell, Alice Bouchet, Marion Claire, Grace Haskin, Rhobie Irwin, Claire Keefe, Leila Marchus, & Ethel Mullarky. The Male roles are being filled by young men who have had experience in dramatic work.

Harriet Bakewell,
Pub. Chairman.

—o—

NEW CLUB IN SAN FRANCISCO

Greetings and welcome to the League of Business and Professional Women of San Francisco, affiliated with the National Federation.

About 40 charter members of representative women in the business world have formed this new club, many of whom have belonged to clubs in other States that were a part of the national organization, and desired to continue that connection. By the time our visitors arrive for the convention in July they expect to have a sufficient membership to enable them to extend a welcome to San Francisco in a befitting manner, and to assist the East Bay clubs in giving the delegates a royal good time. Mrs. Frances Essinger Raymond, Pacific Coast Manager of the Gregg Publishing Co., is President. Several members from the Berkeley and Oakland clubs attended the second dinner of the new club last Tuesday evening. Mrs. White extended the greetings from the Oakland club, and Miss Woodall for Berkeley, and a welcome to the national sisterhood.

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Four | Oakland, California, May 9, 1927 | Number Twenty

THE BUSINESS AND PROFESSIONAL WOMEN *will enjoy*

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Youth is not a time of life—it is a state of mind. Nobody grows old by merely living a number of years; people grow old by deserting their ideals.—Kansas City Star.

DINNER

Thursday, May 12, 1927

6:15 P. M.

Speaker—ORCELLA REXFORD

Subject

"Broadcasting for a Successful Life"

Miss Rexford will also show her Wonderful Pictures of Tutankhamen's Tomb

Music

Mrs. George Faulkner, Soprano Soloist
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Flowers are found in profusion here, and are deftly executed into novel and charming arrangements.

BOOK REVIEW

Next Saturday, the 14th, another delightful afternoon is promised. Two of our members will contribute program, Mrs. M. C. (Cosy) Rosseter pointing out the notable current events, and Dr. Minora Kibbe reviewing a fascinating list of new books.

Be on time; 2 P. M. Bring friends.

Miss Saylor's

Unusual Chocolates

Made in California

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BUSINESS WOMENS HERALD

Official Publication of the
BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

Laura E. Pinkston.....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. — OAKLAND 1470

Issued every Monday in the interests of the Business and Professional Women's Club

Subscription Price $1.00 per year

Entered as second class matter, Jan. 17th, 1927, at the post office at Oakland, California, under the Act of March 3, 1879.

OFFICERS

Josephine Swan White.....President
Hermine Kruger .....Vice-President
Lucy Shinn .....Rec. Secretary
Carrie P. Kennedy.....Cor. Secretary
Cloe Rogers .....Treasurer
Faye Otis .....Auditor

Josephine McClenegan
Executive Secretary
1608 Webster St., Oakland 1470

DIRECTORS

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Dr. Luella Swauger
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Mary Belle Guber
Ida W. Havlin
Maud E. Petersen

CHAIRMEN

Rudolphine Radil .....Music
Mary Campbell .....Program
Ella Saylor .....Reception
Olive Bledsoe .....Activities
Bessie Wood Gustason Civic
Dr. Ella McGilvery.....Hospitality
Martha Holmes .....House
Isabel M. Dingwall.....Membership
Anna Ihrig .....Decoration
Ann Ryan .....Emblem
Maude Asher .....Publicity
Harriet Haas .....Revision
Carrie Hall & Zannette Potter.....
.....Service Club Council

SECTION CHAIRMEN

(Elizabeth Clow .....P. O. Section)
(Mary Barmby .....Book Review)
Zannette Potter .....Philomels
(Sue Bradley (Senior).....Junior Section)
(Alice Bouchet (Junior).....Junior Section)
Parliamentarian .....Eloise Cushing

CONVENTION HEADQUARTERS

CLUB HOUSE — 1604 WEBSTER STREET
Mary Belle Guber.....General Chairman
Bess Schneberg .....Secretary

PHONE LAKESIDE 2579

EXTRA SPECIAL

The last rehearsal of the convention songs before the special convention programs of the next two months, will be held on Wednesday evening, May 11, at 8 o'clock in the Garden Room. The new slides will be ready for use. Every body come.

READ! HEED!

We who are blessed above all in the privilege of living in "God's country", can hardly picture the extent of the misery and suffering of those in the Mississippi flood region, deprived of homes, of occupation, of the accumulations of a lifetime.

And now is our opportunity to share our blessings. If we cannot take the homeless into our own loved homes, we can send them the wherewithal to start other homes; to furnish them comfort and cheer; to let them know that we are all one great family, united in doing the will of one Father, animated by the direction "that ye love one another as I have loved you".

We are told that this is the greatest disaster in the history of our nation, and we are asked to help in the light of that knowledge.

At the last two meetings of the Club a total of $200 was subscribed. At least another $100 should be our quota (only $1 a member). We feel sure that those who were not present at these meetings will send in their donations at once to the club rooms, that we may not be found wanting as an organization standing for service in the community, and in the world.

ANTIQUITY

We all thought the archeologists were getting back pretty far when they dug up King Tut and his funeral riches. The University of Pennsylvania diggers at Ur, Abraham's old home in Mesopotamia, report new discoveries rivalling those of Tutankhamen in artistic merit and craftsmanship, and 2,000 years older.

Records are found of kings formerly thought to be legendary and mythical, proving once more that there is likely to be something substantial at the bottom of any legend. In strata underneath those are found graves containing "clay tablets inscribed with a semi-pictographic script and seals bearing the names of kings unrecorded in any history."

Their date is fixed at about 5,000 B. C., which is rather close to Adam, if the ordinary Hebrew chronology is accepted. Will the diggers yet find kings before Adam? That would be perplexing to many.

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AMONG OURSELVES

Dr. Lillian Shields is now in Europe nearing the last lap of her journey around the world. While in India she visited the wonderful Botanical Gardens at Kandy, and enjoyed especially the section devoted to spices.

In Bombay she attended a Jaspha Heifetz concert where the audience was wildly enthusiastic. Then from Egypt comes word of moonlight on the Nile—but just wait she will tell you about that when she gets home.

—

Mothers' Day with all its sweet little courtesies and memories has just been celebrated. Now all hail to Dad.

—

Another delightful dance sponsored by the Holding Company will take place Friday evening the 13th in the Club auditorium. Each dance has its own individuality and charm. This one will be a May festival dance.

Come and bring your friends. A group of interested hostesses Dr. Ella McGilvery, Ida Swift, Helen Kling, Dr. Maude Carter, Blanche Stedman, Leoma Henas and Theresa Farrar will bid you welcome and see that you have partners.

—

Do not fail to attend the Club dinner on Thursday the 12th and hear Orcella Rexford's inspiring message and see the pictures she has brought from Tutankhamen's tomb, that wonderful piece of workmanship disclosing the artistry and skill of the ancient Egyptians. The pictures will be shown on our new screen.

—

No less than ten new membership applications were turned in at the business meeting last Thursday, and many more reported just on the verge. Many people ask, "What will I get out of the club?" Just show them how to change that question to, "What can I do for the club?" They will be astounded at the dividends. Rally to the work, members, and bring to others the pleasures and advantages you enjoy.

HOTEL OAKLAND

OFFICIAL HEADQUARTERS

B. P. W. C. NATIONAL CONVENTION

JULY 17-23 INCLUSIVE

At the luncheon last Thursover $100 was raised for the flood sufferers and that with what had been sent into the club since the last dinner meeting was sent to the Red Cross headquarters that day. It is only twenty one years since a great disaster was at our door and we do not forget what the generosity of the nation meant to us then. Our disaster was a mere pigmy compared to that wrought in the Mississippi Valley at this time.

—

Miss Rose Berry, a former member, who has been East for several months, was a visitor at the club last week. Rumor says she is to be married soon, but she slipped out before it could be confirmed.

—

Mary Goodrich has gone to her old home in Philadelphia for a visit, possibly to remain.

Miss Goodrich was treasurer of the Philomels. At their last meeting Mary Campbell was appointed to fill the vacancy.

Bessie Wood Gustason

(Bessie J. Wood)

A Woman Undertaker

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Phone Lakeside 49

JUNIOR JOTTINGS

Another Junior Dance!! It is to be given on Saturday evening, May 21, 1927, Ruth Haskin is chairman of the dance, which is to be known as the Annual Sport Dance. Save the date.

The date for the "Charm School" is fast approaching, June 11th, tell your friends, relatives, etc., about it and sell them a ticket or two. In the list of members in the cast given last week, Juanita Pearsons's name was unintentionally omitted from the list, pardon us Juanita.

Announcement is being made of the marriage of one of our members, Florence Martin to Mr. Staley.

Harriet Bakewell,
Pub. Chairman.

Superior Ice Cream
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Superior Service
=
Satisfaction

Phone

Oakland 1200

PHILOMEL NEWS

Two rehearsals every week are now the order of the day—on Monday and Friday nights respectively at 7:30 sharp in the Garden Room of the Club. This gives every body a chance to attend. Are you taking advantage of this opportunity to prepare some very lovely songs for the convention. If you sing ever so little your voice will gain confidence under the training ou will receive. Drop in to see how it is done. Visitors welcome.

—

One night Mrs. Dorothy Hood and her accompanist Gilda Allen came to sing for us and they liked us so well have decided to join the club and now come every night to the Philomels. In fact Miss Allen has become the official accompanist for the singers.

—

Last week dainty, little Mrs. Henry came up the stairs carrying her membership card from San Antonio, Texas and asked for a transfer to our club. In less than five minutes after this important transaction Mrs. Henry became a Philomel and she is an acquisition worth while. Sings like a bird!

—

Some old-timers have returned to the fold, among them Mrs. Rosseter, Mrs. J. E. Reid and Mabel Saylor—so glad to have them back!

—

Mrs. Presher is looking forward to getting well and joining us again. Likewise Mrs. Saunders is anxious for work to become lighter so she can contribute again to the alto section.

—

Watch the Herald for **Philomel News.**

—o—

FIRST SOAP REACHES REMOTE MONGOLIA

MOSCOW, April 26—Mongolians have had their first experience with soap as a result of a medical expedition which went from Russia into remote parts of Mongolia to fight epidemics of plague.

The party, just back, constructed the first bath house in Mongolia and introduced soap there.

The "Kansas City Business Woman", a very attractive publication with a large circulation in Missouri and elsewhere, gives a page in its April number to a picture of Oakland's skyline from Lake Merritt, and the following verses:

In the land of California,
Where the golden poppies glow;
The orange blooms sedately,
While Sierras gleam with snow.

In the land of California,
Where the skies are always clear,
The birds are sweetly singing
Notes of rapture all the year.

To the land of California
We are going, pleasure-bent,
Federation friends together on
The "Special of the President."

On the way to California,
Chosen as a rendezvous,
North and South and East they're coming,
All to meet in "Old Mizzou."

On the way to California,
Colorado greets her friends;
In the shadow of her mountains
Hand of fellowship extends.

On the way to California,
Now we're really "Westward Ho!"
Our hostess in historic settings,
Colorful New Mexico!

On the way to California,
Thru smiling valleys, deserts grim;
Arizona bids us welcome
On her world-famed Canyon's Rim.

On to Oakland, California,
To the sunny Golden West!
In the city of the oak trees
Happiness awaits each guest.

In the land of California
Together we'll be seven days,
Greeting old friends, meeting new friends,
All Convention's joyous maze.

From our friends and from our hostess
All too soon we must depart;
But still as Federation sisters
We're united heart to heart.

Its editor, Grace M. Cheney, assures us that a large delegation will come from that State.

—o—

Wall Street's favorite story of the month:

At noon, a Scotchman telegraphed a proposal to a young lady. He received a favorable reply the following morning.

A friend advised him not to marry a girl who hesitated for hours before answering so sacred a question.

The Scotchman, however, said: "A lass who waits for night rates before telegraphing is the lass for me."

CONVENTION

We want automobiles during convention week. Will those of you who have them and can drive them or furnish a driver, let Mrs. Guber know. We need them especially for the afternoon of Monday, July 18th, and some on hand every day during the convention to take small groups over the Skyline who missed the Monday drive.

In almost every State conventions are being held this month and next, with "On to Oakland" as the slogan.

The "Pelican" from Louisiana gives a fine article on the attractions of Oakland, and much convention publicity.

—o—

Y. W. PARTY

Such a fine swim as we had at our Y. W. Party. Tea was served later. These are busy times and only a few were able to attend. Our hearty thanks to Miss Matthew and the Y. W. C. A.

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Four | Oakland, California, May 16, 1927 | Number Twenty-one

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LUNCHEON

Thursday, May 19, 1927

12:15 Sharp

Speaker—EDWARD D. LANDELS

Executive Secretary of the Oakland Major Highway & Traffic Committee of One Hundred

Every member will be interested in what Mr. Landels has to tell about our city and the planning for its future development.

Phone Oakland 1470 for reservations.

Phone Oakland 82

Broadway at 21st Street

Oakland, California

Thomas Inc FLORIST

Flowers are found in profusion here, and are deftly executed into novel and charming arrangements.

JUNIOR JOTTINGS

Tuesday, May 17th, is the regular Social meeting. Remember the convention song rehearsal first at 7:30. Also remember to bring suggestions for the convention.

Saturday night, May 21st, is the Sport Dance, and at that time an important announcement concerning "the Charm School" will be made.

Harriet Bakewell,
Pub. Chairman

Miss Saylor's

Unusual Chocolates

Made in California

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Bessie Wood Gustason Civic
Dr. Ella McGilvery.....Hospitality
Martha Holmes .....House
Isabel M. Dingwall.....Membership
Anna Ihrig .....Decoration
Ann Ryan .....Emblem
Maude Asher .....Publicity
Harriet Haas .....Revision
Eloise Cushing.....Parliamentarian
Carrie Hall & Zannette Potter.....
.....Service Club Council

SECTION CHAIRMEN

Elizabeth Clow.....Past Officers
Mary Barmby .....Book Review
Zannette Potter .....Philomels

JUNIOR SECTION

Alice Bouchet .....President
Sue Bradley.....Senior Advisor

CONVENTION HEADQUARTERS

CLUB HOUSE — 1604 WEBSTER STREET
Mary Belle Guber.....General Chairman
Bess Schneberg .....Secretary

PHONE LAKESIDE 2579

THEN AND NOW

"As it was in the beginning, is now, and ever shall be", infinite knowledge, expressing itself in different forms.

This thought was brought home vividly in the pictures of the tomb of King Tutankhamen, shown ot us by Miss Rexford last Thursday evening and so interestingly described by her.

We are so carried away by the wonderful development of our own age, and so prone to think our civilization the highest peak yet reached, that perhaps it was time for the uncovering of that which had for centuries been hidden so skillfully, and a part of the great plan that to us on the heights should come the humility of spirit necessary to the perfect whole.

Therefore in gazing on the wonderful artistry in gold and inlay of precious gems, in coloring that the centuries have not dimmed, and which we cannot to-day excel, we know that each age brings forth its own expression, not better than the other, but different, the one thread of Truth, the base of all art and the inspiration for all expression, running through it all.

NORTHERN DISTRICT QUARTERLY MEETING

Our President, and seven other members of the club, attended the quarterly meeting of the Northern District of the State Federation at Palo Alto last Sunday. After a delicious breakfast at Stanford Union, and a stroll around the campus, the visitors were received at the new Club Home of the Palo Alto Club, a delightful residence in the heart of the city. The lower floor is used for club quarters, and the bedrooms upstairs rented, bringing in enough to keep up payments on the property. A dining room is projected in the basement, and all sorts of other interesting improvements. And it has a real garden. Oakland members were particularly interested, as they followed our procedure, forming a Holding Company with stock subscriptions to purchase and manage the building.

At the business meeting Miss Annie Woodall, of Berkeley, Chairman of the Northern District, made a memorable talk, urging the members to think seriously of coming into the National Federation and give California its proper place; that although the State officers had been directed not to mention the subject of the National at meetings, her conviction was so strong that this was a wrong attitude that she could not obey such a direction. It was a couragtous, inspiring, dignified appeal.

—o—

INSECT TRAPS

Insects can be fooled by artificial imitations of their favorite smell. They can be lured into traps and killed off at one sweep.

"It is the job of the government entomologists to do police work against insects that destroy and injure crops", the experts at the United States Department of Entomology state. To this end they have evolved a new instrument the "olfactometer" which aids them in determining what odors are liked by any particular insect types.

At present the farmers of California spend more than $20,000,000 yearly in the use of chemical sprays to kill injurious insects in orchards and fields. Bring on the olfactometer with all its lure.

AMONG OURSELVES

The love of our members for the Club extends even beyond the grave.

In the Lounge will be found a beautiful new combination desk and library table and a little telephone desk purchased with money realized from Holding Company stock that was left to the club by our loved member Agnes McFeely. It was her wish that the stock should be sold and desks purchased with the proceeds.

Love like this is what binds us together in our club home.

—

Mr. and Mrs. Harold Read from San Diego were the guests of Ora Egan at the Club dinner Thursday evening. They were childhood friends and had not met before for twenty years.

—

Suzanne Chalmers and Betty Clow have returned, reporting the wonderfully hospitable attention of the Honolulu B. P. W. C. They met them at the steamer, took them sight-seeing and gave a special club dinner for them, with the native Hawaiian singing and dances, and leis of loveliest flowers, and to the moment of good-bye gave every attention. One of their number has attended every national convention of B. P. W. C., and will not miss ours in July. Won't it be thrilling to have members of our sisterhood to greet us clear around the world, soon?

—

Mrs. Frank Law was the guest of Mrs. Ann Ryan at the Club recently. She disclosed the fact that California now has no legal discriminations against women based purely on sex. It took just sixteen years to get them eliminated. "But what does that matter," said Mrs. Law, "it took fifty years to get women suffrage. A few years cannot discourage a woman."

—

Have you noticed the artistic Announcement Card for the Book Reviews, at the Club Rooms Our good members at the County Library are responsible for the idea and its carrying out. Some spiffiness!

Zannette W. Potter, first vice president of the State Federation went to Visalia Saturday to be on hand for the third meeting of the state board of directors at the Johnson Hotel on Sunday, May 15. Mrs. J. W. Roth drove down to visit Carrie Hall and friends in Fresno and Dinuba.

—

Are you aware that Oakland has a Major Traffic Highway Commission under the leadership of Harland Bartholomew, nationally known expert on city planning?

Mr. Edward D. Landels, Executive Secretary of the Commission is to be our speaker on Thursday evening at the Club dinner. He will tell of many interesting things about Oakland, not generally known and present some of the vital points under consideration of the Commission. This Commission consists of one-hundred of the leading business men of the city and three women; Annie Florence Brown, Mrs. J. H. Fuller and Bessie Wood Gustason.

The object of the Commission is to make a survey of the street system of Oaklanl and suggest plans for an adequate system for the great city that Oakland is destined to be.

—

Mr. Harland Bartholomew was entertained by the Business and Professional Women's Club when on a visit to Oakland seven years ago, the only club in the city that entertained him at that time.

—o—

OUR ORATORS

The members of the Public Speaking Class entertained their instructor, Mrs. Helen Bennets, at a dinner at the club on last Tuesday evening. It was a very festive occasion. Mrs. Bennets was presented with flowers, Mrs. Anna Ihrig superintended the decorations and the pupils of Thyrza Sharwood made the lovely souvenir candy baskets. Everybody made after dinner speeches and all are looking forward to another class that is planned to begin about October first, when it is expected that many more members of the club will join.

By the way, Miss Sharwood is a graduate from the Juniors into the Senior Club.

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CONVENTION BROADCASTS

Mrs. Mary B. Guber, general Chairman announces the appointment of Helen Burton as Chairman of the Convention Automobile Committee. Now we know everybody will get a ride.

—

Save the date of June 15th for another big Convention Dinner, this time with the Presidents of the various Women's Clubs as our guests.

—

The Utah State Federation of B. & P. W. C. will hold their State Convention beginning May 28th. They announce an "On To Oakland Breakfast" and have offered a $5.00 prize for the best Oakland song to be sung at that time.

—

They wrote to Mrs. Guber for Oakland souvenirs to "pep" up the breakfast. Our General Chairman got dozens of poppies into the mail right away.

—

From every state comes word that big "On to Oakland" plans are under way.

—o—

S. F. PRINTER WINS HONORS

Highest honors ever won by a Pacific coast printer have been awarded in New York to Edwin Grabhorn of the Grabhorn Press of San Francisco.

From among 400 books submitted by all the leading publishers and printers of the United States, Grabhorn's "The Letter of Amerigo Vespucci", printed for the Book Club of California, was selected as the finest volume published in America during 1926 and was awarded the medal of the American Institute of Graphic Arts.

—o—

ALL FRONT

Where are you getting the backing for your business venture?"

"We don't need any backing for our line of business; we're going into the manufacture of ladies' evening gowns."

PHILOMEL NEWS

24 attended last Monday night's rehearsal. And the singing — well, it rivalled the nightingales—Nuf ced!

—

And the Philomels are going to give a nice party. The date is Monday night, May 23 at the club house. Besides initiating more than a dozen new members. The Soroptomist singing group will be our guests and they will regale us with a number or two.

—

Miss Radil will be one of the guests of honor and will contribute to the program. So will Mrs. Hood, Miss Kilborn, Mrs. Bunker and others.

—

Leave your reservation with Mrs. McClenegan. You will have a wonderful time. And it is a dinner at 6:30 promptly, the price 75 cts. The date Monday, May 23.

—

Most important are the weekly sings—Monday and Friday for the Convention is near.

—o—

AMPLE PROOF

Amos Cummings a noted reporter made his start on the New York Tribune. He applied to Horace Greeley just after the Civil war saying that he was an ex-soldier and much in need of work.

Greeley replied that he was sick of trying to place ex-soldiers and said show me a good reason, whereupon Cummings turned his back and parting his coat tails revealed ample evidence of his need of a job. He got the job and soon he had a whole pair of trousers.

—o—

CONDUCTORETTES

Japan now has a bus service that threatens to do away with the interesting jinrickshaw.

The conductors on these busses are conductorettes. The management has three requirements for applicants for these positions. They must be small, agile and smiling. And the pay? Just thirty cents a day. The women in Japan have been trained to remain in the background, and are so glad for a chance to participate in the industrial life of the city that a wage of thirty cents a day seems a great deal to them.

NEW EXPERT

American frogs are to be raised in Japan on a large scale. Five thousand of the croakers were recently shipped from San Francisco aboard the N. Y. K. liner Talyo Maru, in one of the ship's 45-ton refrigerating rooms, insuring a frozen sleep for them during the trans-Pacific trip and an undisturbed sleep for the passengers.

Y. S. Kawano, president of a Yokohama trading association, in charge of the shipment obtained the frogs from Kentucky and Louisiana swamps. According to Kawano, similar and regular shipments will follow.

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Four | Oakland, California, May 23, 1927 | Number Twenty-two

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BUSINESS WOMENS HERALD

Official Publication of the

BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

Laura E. Pinkston.....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. — OAKLAND 1470

Issued every Monday in the interests of the Business and Professional Women's Club

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Ella Saylor .....Reception
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WHAT IS YOUR HOME?

The unit of civilization is a happy home. Back of every business are the homes of the directors—the managers—the employes. And the quality of the homes will pretty well determine the quality of the business. The man who lives in a home which has all the love burnt out of it—who comes back every night to sit in the ashes—can never be either happy or successful. He may be rich, but his money is a mockery if he has no home. . . . There will yet come a day when both science and religion shall be wiser; and when men shall see that Love is the Creator—Love is the First Cause—Love is the Law of Life in this universe; and that the most practical thing that any man can do is to develop his capacity to love.—Herbert N. Casson, in "Forbes" Magazine.

CONVENTION BROADCASTING

Have you put down in your calendar the date June 15th? It is Wednesday ,instead of Thursday, so don't forget to note the change. A big convention dinner, this time with Presidents of the Women's Clubs. Mrs. M. C. Sloss of San Francisco will be a speaker.

The latest "conducted party" heard from is from the Transportation Chairman of Ohio, Indiana, Kentucky, Tennessee and North Carolina. They connect with the "President's Special" at St. Louis or Kansas City, enjoy all the good things along the way provided for the caravan, and after spending the week in Oakland, spend a few days in Yosemite, and returning by Western Pacific, through Salt Lake and Colorado. A wonderful trip, and skillfully planned. The circular is complete in every detail, and ends with these words: "The Golden Gate awaits you. Get the vision and go to Oakland on the Bay."

—o—

OUR CIRCULATING LIBRARY

The P. O.'s have arranged for the lending of books to our members. At each Thursday meeting, whether luncheon or dinner, some one will be in attendance to give out books and keep the record. During this month, Mrs. J. E. Reid will act as Librarian.

JUNIOR JOTTINGS

The Annual Sport Dance held Saturday night was one of the most successful thus far this year. Ruth Haskin and her committee did themselves proud.

Juniors enjoyed a very interesting program at their last meeting. The speaker was a Senior member, Miss Alice Moore of the Y. W. C. A.

Remember "The Charm School." Sell your tickets. Box office at Sherman-Clay opens to-day, May 23rd. Hurry and get your tickets so as to insure good seats.

Harriet Bakewell,
Pub. Chairman.

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AMONG OURSELVES

Laura Pinkston left on the 22nd for a five weeks vacation. She will spend most of her time with her daughter, Mrs. L. S. Jennings in Evanston, Ill. She will also have a day in New Orleans, flood conditions permitting where she will be the guest of Mrs. Florence White, Louisiana State President. She will also meet some B. & P. W. C. members in El Paso, Texas, on her way, and has promised that Evanston and Chicago clubs shall get first hand convention news while she is there.

—o—

The French Group motored to Dora B. Cooley's country home last Sunday, a picnic lunch was enjoyed and the return trip was made by "le claire de la lune."

—o—

Fayette Philips lunched at the club a few days ago for the first time in several months due to having been seriously ill.

—o—

The P. O's. are planning a picnic for Sunday, June 5th, at the country home of Dora B. Cooley and Ellen G. Dockery near Danville, Contra Costa Co. All P. O's. will please hold the date and plan to come. For further particulars next week. This early notice is given so the members will not make other plans for the day.

—o—

Instead of imposing a jail sentence on drivers for traffic violations, Berkeley, has adopted the plan of locking up the driver's car for a thirty-day period.

—o—

DEGREE EARNED IN 1882 NOW TO BE AWARDED WOMAN

Baltimore — Mrs. Christine Ladd-Franklin will receive from Johns Hopkins University a degree of doctor of philosophy earned 44 years ago.

Mrs. Ladd-Franklin was the first woman ever to complete the work required for a Ph. D. degree at Johns Hopkins, but at that time—1882—the university did not grant degrees to women, although allowing them to attend courses.

HOTEL OAKLAND
OFFICIAL HEADQUARTERS
B. P. W. C. NATIONAL CONVENTION
JULY 17-23 INCLUSIVE

CITY PLANNING

"Oakland is destined to be a tremendous city" said Edward Landels at the Club luncheon on Thursday. "It is a challenge to the far sightedness of its citizens of today to make plans for the future, embracing an adequate traffic system and to create conditions now, while the city is still small and costs not excessive, for which older cities have had to pay millions. This work requires a maximum of civic consciousness and cooepration. Just stand on the hills and try to visualize what this city will be 40 years from now and it will fairly take your breath away — Oakland the Portal between the United States an dthe Orient.

Traffic problems would be quickly solved if all the automobiles not paid for were eliminated, according to Will Rogers.

—o—

A NEW DAY

for the women of India, subject for ages to the tyranny and abuse of their husbands, is forecast by the independent action of the Maharanee of Kapurthala, who is living apart from her husband, in voluntary exile, rather than submit to his refusal to give up his slaves and harem. The maharaiah, possessor of an unbelievable fortune in gold and jewels, is prominent in international sporting and gaming circles.

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PHILOMEL NEWS

Every indication that the Philomel dinner and program to be given tonight in the Garden Room of the club will be a banner event. Following several strenuous rehearsals lately the singers feel it is time to relax and enjoy a change.

—o—

Miss Radil will be a guest of honor and will speak on the "ART OF SINGING" Mrs. White will extend greetings and the Philomels themselves will render a group of songs. Madame Madge de Witt, dramatic soprano of San Francisco will sing a number of songs as will Dorothy Hood and her pupil Irene Kilburn. Mrs. May Bunker, Philomel soloist will also contribute a group of solos.

—o—

Those among the club members who readily accepted an invitation to join the Philomels and who will be initiated tonight include: Mae Niedt, Dr. B. E. Jenkins, Mary A. Junor, Ella Demarest, Gladys Wright Henry, Mrs. J. H. Barker, Margaret M. Twone, Maude Asher, Mrs. A. Wrenn, Sarah C. Kelley, Mrs. H. H. Parks, Caroline Irons, and Dorothy Hood.

—o—

IODINE

Iodine, discovered in 1811 by Courtois and thereafter regarded as one of the valuable drugs of curative medicine, has now leaped to the forefront and became a thousand per cent more valuable through final success in removing its virulent poison element by a Hindu chemist.

In the form of beslin, as now named with its toxic or noxious elements eliminated, it remains one of the most powerful of germicides, with a phenol coefficient of 16.5 and comparable to carbolic acid. It may now be taken internally however, in any required quantity with marvelous results.

It quickly kills all harmful bacteria in the mouth and throat and around the teeth, where an estimated 98 per cent of germ diseases enter the body.

MRS. MABEL WILLEBRANDT

"No woman lawyer is as much in the public eye as Mrs. Mabel Walker Willebrandt, assistant United States attorney general," says Norman Hapgood.

"some of the most eminent lawyers in the land praise her work as prosecutor in charge of prohibition cases, some of which go up as high as the Supreme Court.

In an interview he asked her if women will, as they fill more places, do anything to lessen the increasing speeding-up of life?

"No,"replied Mrs. Willibrandt "That is one of those fated things. Life will become faster and faster. When the telephone was put in, we thought it would diminish work. It has increased it. We are now phoning to London. Our letters, and we ourselves, go by air. It means that we can take on more work, and we do take it on."

"And what about education?" he asked.

"I believe education must never lose sight of the exceptional few," she said. "They need our thought, and the best opportunities."

And peace.

"I am not so sure I believe in it as a possibility or as an advantage. The best of us comes out under strain. If not actual war, then competition, effort, stress."

—o—

A LITTLE TALK OF THRIFT

By S. W. Straus, President
American Society for Thrift

What we do today can never be done again. If we are not doing things the right way we are wasting our days.

Wasted efforts are as much to be criticised as idleness.

While there is no substitute for work, it does not follow that those who work the hardest accomplish the most.

Waste of energy is often more disastrous than waste of money because it interferes with progress and infrequently prohibits success.

The real worth of a man—his true value to himself and to others—cannot be measured in terms of money.

WOMAN SUFFRAGE IN RUMANIA

The Minister of Justice proposes to introduce a single clause Bill at the beginning of the next session of the Legislative Assembly for the equalisation of civil rights between men and women.

Finnish women celebrated the 20th anniversary of their enfranchisement during the days from March 14th to 16th.

—o—

A FLYER IN METEOROLOGY

Hardware clerk (to lucky stockholder)—I suppose you've pulled off any amount of good things lately?

The stockbroker—I picked up a good thing recently. It stood at 44 when I discovered it, and last week it touched 78.

"Good heavens! What was it?"

"A thermometer." — Good Hardware.

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Volume Four | Oakland, California, May 30, 1927 | Number Twenty-three

"Be somebody first and then every other somebody will want to know you."

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Practice of Convention Songs

Election of Delegates to National Convention

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P. O's. ATTENTION!

A picnic meeting of the P.O's will be held Sunday, June 5th, at the country home of Dora Cooley, on the highway five miles South of Walnut Creeek and one mile north of Danville. There is a mail box at the entrance with the name "Mathes", and a sign "P.O's" will also be there on that day.

Those who have no transportation, and also those having space in their cars, will please let me know in time so that the necessary arrangements may be made. And also, please send in your reservations for the luncheon. We hope that all P.O's will come. We are planning to have a good time, and—the more the merrier.

DORA B. COOLEY,
603 Easton Bldg.,
Phone: Oakland 7280

—o—

AMONG OURSELVES

Coming Events on Club Calendar to especially remember:

June 1-4, Merry Widow
June 7, Meeting of Convention Committees, 7 P. M.
Junt 10, Monthly Dance
June 11, Book Review, 2 P. M.
June 11, Charm School, 8 P. M. By the Juniors
June 15, Convention Dinner, with Presidents Women's Clubs.

—o—

A delightful "convention rally" was arranged by the San Jose B. P. W. C. last Monday evening. City and ocunty officials attended, with representatives from all the Service Clubs; and as the plans for the convention were unfolded by our President, Mrs. White, General Chairman Mary Belle Guber, Ella Saylor and Bird M. Wilson, and the magnitude of its scope appeared, the gentlemen were enthusiastically supporting the entertainment planned by the San Jose Club, and offering all assistance in their power. Beth Miller, from the Berkeley Club, told of Berkeley Day; Norma Goettel, President of Richmond Club spoke of Richmond's part, in furnishing liquid refreshments for the closing ball. "as good as the law allowed", and Mrs. Raymond, president of the newest club, League of Business and Professional Women, of San Francisco, gave their plans for receiving the visitors on their return from San Jose, and guiding them through Chinatown, and for a trip to Tamalpais. Truly it will be a royal week, won't it?

—

Bessie Wood Gustason announces the arrival of three tiny babies at their home; the mother (Minnie, the pet coon) nd babies all doing well.

—

Ann Ryan and Cosy Rosseter were among the fortunate ones to visit Yosemite this week end.

—

Have you tried the Vegetable Plate now served daily at our Cafeteria? Some of our members say they walk many blocks just to get that delicious dish.

—

Ann Ryan, Chairman of Emblem Committee, would like to know at once how many desire the National Pin or Emblem before the convention. Price, in lots of ten, $4.75 each. Leave orders at the Club Rooms, or communicate with Mrs. Ryan direct.

—o—

PHILOMEL NEWS

Over forty enjoyed the lovely party of the Philomels last Monday night. The big surprise was the presence of Mrs. Presher after several weeks absence. Mabel Little, Mrs. Dingwall and her daughter and Mabel Kuss were there, too. So glad to have them. Miss Radil gave an encouraging talk to the would-be nightingales and vocal selections were contributed by Madame de Witt, Lenore Tutt, Mrs. Bunker and Miss Kilburn.

—o—

A WOMAN'S FACE ON A POSTAGE STAMP

Few women have had the distinction of having a postage stamp bear her likeness. Poland has thus complimented Madam Curie, co-discoverer with her late husband of radium. Altho a citizen of France for long years, she is a native of Poland, and named one of the substances she succeeded in isolating, polonium, in honor of her native country. This is described as a radio-active force, emitting great energy.

NOTICE

The monthly meeting of Convention Chairmen will be held on Tuesday, June 7th, at 7 o'clock P. M. at the Club House instead of Monday evening.

It is especially desired that ALL the members of the committees attend, with the chairmen, to learn details of convention plans, and become familiar with their duties.

As there is not time enough at regular club meetings for full reports of convention work, this meeting has been planned for all club members.

Will all new members who have come into the club since committees were originally appointed, please come to this meeting, as there is work for you, too.

—o—

"I hate to be a kicker,
I always long for peace,
But the wheel that does the squeaking
Is the one that gets the grease."

—o—

DO YOU WALK?

Walking is becoming a lost art, in the opinion of business and professional men of St. Louis, who for years have taken a morning walk from their homes to downtown offices. Automobiles have been one of the chief forces in the destruction of pedestrianism, not only as a means of conveyance, but as a source of danger to those on foot.

—o—

JUNIOR JOTTINGS

Announcements are being made of the marriages of the following Juniors. Luella Craig skipped off quietly May 16th and changed her name to Mrs. Wm. Barry. Our former president Laurie Thorne was quietly married to Edward Shultis on May 21st. Lucille Fine, a former club officer, is now Mrs. Fred Shore, having a lovely home ceremony on May 21st. Congratulations and the best of good wishes are extended to the happy couples.

Remember the "Charm School" tickets are now exchangeable at Sherman & Clay's for reserved seats.

Harriet Bakewell,
Pub. Chairman.

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Martha Holmes .....House
Isabel M. Dingwall.....Membership
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A NIGHT IN JUNE

Holding Company's Dance June 10, 1927. New Music

Hostesses: Mrs. Anna L. Ihrig, Mrs. B. H. Parks, Miss E. K. Clow, Miss Faye A. Otis, Mrs. Martha Holmes.

Chairman: Mrs. Edith M. Bakewell.

IN MEMORIAM!

Blow out, you bugles, over the rich dead!
There's none of these so lonely and poor of old,
But, dying, has made us rarer gifts than gold.
These laid the world away; poured out the red
Sweet wine of youth; gave up the years to be
Of work and joy, and that unhoped serene
That men call age; and those who would have been
Their sons they gave, their immortality.
Blow, bugles, blow! They brought us, for our dearth,
Holiness, lacked so long, and Love, and Pain.
Honor has come back again, as a king, to earth,
And paid his subjects with a royal wage;
And nobleness walks in our ways again;
And we have come into our heritage.

Rupert Brooke.

OUR NEIGHBORS CELEBRATE

San Leandro club celebrated its first birthday last Saturday night in fitting fashion when more than 100 guests assembled at the Alta Mira club house and partook of an elaborately appointed banquet which preceded a most enjoyable program. Our president, Mrs. White and other presidents and delegates were there from the neighboring bay clubs and presented their hostess club with various gifts. Mrs. Walter D. McGinn was the guest speaker of the evening. Zannette W. Potter, first vice president of the state federation and organizer of the club officiated in the installation of the new officers and led the Philomel group of our club in various song stunts. The San Leandro party reflected much credit upon Mrs. Leonora Daska, their new president, and her efficient co-workers.

Then came Hayward club giving a most delightful dinner dance last Wednesday night. Hayward is the baby club of the North in point of time only —the whole affair being handled in a way befitting the oldest of clubs. The mayor, the popular town judge, the presidents of the Kiwanis, Lions and Rotary Clubs, queen of the coming Rodeo festival, a gay populace in gay mood danced and made merry until a late hour. Our Vice President Hermine Kruger and Mrs. Jessen from the club were there as were also Z. W. Potter and Daisy Miles. Miss Potter made presentation to the club of a beautiful gavel and block similar to one presented to San Leandro last Saturday night.

Mrs. Laura Frank, club president, and the forty members of the new club are indeed to be congratulated.

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APPRECIATION.

How the common mother-heart in every one of us thrilled at Lindbergh's achievement! And so it was with the men, no doubt. He was "our boy" to every citizen in the United States! not only because he won honor and fame for our nation, but because he so thoroughly typified our American ideal,—a democracy so well founded on high principles, so well trained in efficient independence, so well understanding the equality of opportunity, that from its ranks may come the conquerors of the world, in science, in exploration, in all adventurous endeavor, and above all, in conquests of PEACE, uniting all nations in the spirit of brotherhood.

WOMAN CHOSEN PRESIDENT OF GAS CORPORATION

New York — "Little Miss Dillon" a clerk in the Coney Island branch of the Brooklyn Boro Gas company. 22 years ago, has become President Mary E. Dillon, head of that $5,000,000 corporation and probably the only woman president of a gas company in the United States.

Miss Dillon has the direction of more than 500 workers serving nearly 400,000 consumers in Brooklyn.

Miss Dillon is the wife of Henry Farber, a wholesale coal dealer, but retains her maiden name to avoid confusion to customers.

She sees a special place for women in business, to "humanize business," and to handle them."

—o—

WOMEN IN OTHER COUNTRIES

The first woman to qualify as a lawyer in Bolivia is Senorita Maria Josefa Saavedra, daughter of the Vice-President of the Republic.

In Great Britain six women have recently been appointed Justices of the Peace for the County of London.

While in Victoria, B. C., a bill has just passed Parliament admitting women to the office of Justice of the Peace.

—o—

WE ARE PROUD

Kenneth King, the son of our loved member Florence King, has been designated an honor student in the senior class of University of Michigan, for his "superior scholastic attainments."

HOW OLD IS LONDON

According to Tacitus, Roman historian, in 61 A. D. London, or Londinium as it was then called, was very celebrated, and a "place of busy traffic and thronged with traders". That description would fit it perfectly to-day.

—o—

EDUCATORS DECLARE MUSIC "ESSENTIAL"

A greater recognition of music than ever before by the school superintendents of the country was manifested in the recent meeting at Dallas, Texas, of the department of superintendence in the National Education Association. That recognition was voiced officially in one of the resolutions passed by the convention, wherein music and art were declared to be fundamental in the education of our children. This action on music was called forth by a series of striking musical programs, the high spot of which was the second annual appearance of the National High School Orchestra. In the resolution, the educators made the following statement:

"We would record our full appreciation of the fine musical programs and art exhibits in connection with this convention. They are good evidence that we are rightly coming to regard music, art and other similar subjects as fundamental in the education of American children. We recommend that they be given everywhere equal consideration and support with other basic subjects."

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Volume Four | Oakland, California, June 6, 1927 | Number Twenty-four

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DINNER

Thursday, June 9, 1927

6:15 P. M.

Motion Pictures of the Hawaiian Islands

(Courtesy, The Matson Steamship Company)

Musical Numbers by Oriole Trio

(Courtesy of our own member Maybelle E. Lewis)

The Members of the Trio are

VICTOR PALMERE, Saxophone

MRS. VICTOR PALMERE, Piano

LUCILLE WORTHINGTON, Violin

This program has beeen arranged by our member, Mrs. Gladys Barndollar. Come, let us journey together to the dreamy isles of romance and beauty.

Phone Oakland 1470 for Reservations

NOTICE

Every club member is invited to attend the meeting on Tuesday eveninf, June 7th, at 7 o'clock, to hear convention reports and plans. They are most interesting, and it is desired that every club member be informed of them. Furthe it is necessary that you, as a hostess, should be fully advised of all details, that you may act efficiently at the time of convention.

Phone Oakland 82

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Oakland, California

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Flowers are found in profusion here, and are deftly executed into novel and charming arrangements.

DANCE

Holding Company's June Dance
Night of the 10th
Newly selected orchestra
Come, all of you, and bring your friends.
Edith M. Bakewell,
Chairman.

—o—

OUTDOOR DRAMA PLANNED

"The Romance of the Redwoods," an outdoor drama, will be presented June 11 and 12 in the Sequoia Park, Eureka. It will be part of the Humboldt redwood pageant.

BUSINESS WOMENS HERALD

Official Publication of the
BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.

Laura E. Pinkston.....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. — OAKLAND 1470

Issued every Monday in the interests of the Business and Professional Women's Club
Subscription Price $1.00 per year

Entered as second class matter, Jan. 17th, 1927, at the post office at Oakland, California, under the Act of March 3, 1879.

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Hermine Kruger .....Vice-President
Lucy Shinn .....Rec. Secretary
Carrie P. Kennedy.....Cor. Secretary
Cloe Rogers .....Treasurer
Faye Otis .....Auditor

Josephine McClenegan
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1608 Webster St., Oakland 1470

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Dr. Luella Swauger
Elisabeth Sherman

CHAIRMEN

Rudolphine Radil .....Music
Mary Campbell .....Program
Ella Saylor .....Reception
Olive Bledsoe .....Activities
Bessie Wood Gustason Civic
Dr. Ella McGilvery.....Hospitality
Martha Holmes .....House
Isabel M. Dingwall.....Membership
Anna Ihrig .....Decoration
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Bess Schneberg .....Secretary

PHONE LAKESIDE 2579

BOOK REVIEW

Saturday, June 11th, 2 P. M.

Zayda Bartley, whose work we remember so favorably, will give the book review.

ARE YOU WISE OLD BEES?

Said the wise old bee at the close of day,
"This colony business doesn't pay.
I put my honey in that old hive
That others may eat and live and thrive;
And I do more work in a day, by gee,
Than some of the others do inthree.

"I toil and worry and save and hoard,
Anl all I get is my room and board.
It's me for a hive I can run myself,
And me for the sweets of my hard-earned pelf."

So the old bee flew to a meadow lone,
And started a business all his own.
He gave no thought to the buzzing clan,
But, all intent on his selfish plan,
He lived the life of a hermit free.—
"Ah, this is great", said the wise old bee.

But the summer waned and the days grew drear,
And the lone bee wailed as he dropped a tear;
For the varmints gobbled his little store,
And his wax played out, and his heart was sore.
So he winged his way to the old home band,
And took his meals at the Helping Hand.

Alone, our work is of little worth.
Together, we are the lords of the earth!
So it's all for each and it's each for all,—
United Stand, or divided fall.

(Selected)

CONVENTION BROADCAST

Willie May Bridge did some real broadcasting from the station at Salt Lake City a week ago, when attending the State Convention of B. P. W. C. of Utah. The courtesy was shown her of using the radio for broadcasting an invitaiton to attend the National Convention at Oakland in July, and we know it was given with enthusiasm and ginger. She reports one of the liveliest and best times she ever had, though a hardened conventioner. Come and hear her report on Tuesday evening.

We are really getting our message through, after much talking in private and public, that the convention is one of the biggest avenues for advertising Oakland and the Bay region that has yet been afforded. In appreciation thereof, the Supervisors have assured us a substantial sum from the advertising funds. Facts speak for themselves, and we have only to get them before our city and county officials to win their enthusiastic support.

Remember Convention Dinner —June 15.

Mrs. Pinkston writes from on train, passing through Mississippi:

"I was awakened at four o'clock by a babel of voices outside my car window. The station platform and all along the levee as far as I could see was filled with men, women and children, both black and white, at least 2000 of them. The water was within 100 feet of the tracks. It had struck the town during the night.

"My first thought upon seeing them was, "I gave so little to these sufferers." We traveled over miles of track that had been raised 16 inches, and the expectation was that it would be under water in three days. I saw them wading waist deep in the main streets, and fields of corn with just the tassels above water.

"I had a wonderful day in New Orleans, piloted by Mrs. Florence Stone, State Presiden B. P. W. C., and longed to stay a month to see all that is interesting. (One of the joys of being in the National organization.)

"Oh. for a breath of nice cool fog. Candy was never stickier than I."

AMONG OURSELVES

Because of going to press a day earlier last week on account of the holiday, no mention was made of the delightful program Mary Barmby arranged for our last dinner. Miss Cooper spoke in happy vein of women's clubs in New York, and made us feel that she really belonged in California.

Miss Burgess, a delegate to the Parent-Teachers National Convention, brought greetings from the B. P. W. C. of Brooklyn, N. Y.

The reading of some of his own verse, by Mr. Green, Librarian Emeritus, was a very pleasing feature of the program; and Mr. John Boynton Kaiser, who has come to Oakland recently to take charge of our public library system, gave a most enlightening description of the work of a library in the community, opening our eyes to the details in which it functions as the city's greatest service station. "People will read, tho they may not vote", he said, as proved by the records that oftentimes more people were taking books from the library than were registered to vote.

The music, by Florence Morrison and Elizabeth King, besides being lovely in itself, was of special interest because some of the compositions of Mrs. King.

—

Ora Egan motored to Los Angeles with a party of four, to visit her younger brother, Roderick Carriere.

—

Congratulations to the East Bay Osteopathic Assn. on electing as its president our valued member, Dr. Katherine Whitten.

—

Mrs. Moran left Saturday on another delightful trip through Europe, this time conducting a party of 15. When are we going to have that party exclusively of club members?

—

Speaking of libraries, have you borrowed a book yet from our own? Mrs. Reid will be on hand at each meeting to serve you, this month.

All honor to the new Women's Building in San Francisco. Its another splendid achievement of women. Many clubs will be housed within its walls, the Business and Professional Women's Club of that city being first to make its home there.

—

The Herald was sort of "hind side before" last week, but that was just to let you know the boss was away.

—

Mrs. Kennedy has consented to manage another card party, on June 24th. We know what that means, financial success, and a very good time.

—

The voting delegates to represent our club at the National Convention, as elected at last Thursday's meeting, are the following: Josephine Swan White and Bessie Wood Gustason, with Mary Barmby and Jennie Hammond as alternates. We hoped to be entitled to another delegate, but are only allowed to count the members actually paid up at this time. Each club has one delegate, regardless of numbers, and in order to have a second delegate must have 200 members. After that number, one delegate additional for each 100 members.

—

Have you ordered your National Emblem Pin of Ann Ryan yet?

—

Did you ever taste more delicious corn-bread and apple pie than we have at the Cafeteria?

—

Get your tickets for The Charm School, June 11th. It promises to be a real treat, and a fine effort by our Juniors.

—o—

PHILOMELS

meet tonight and every Monday night and also every Friday night in the club rooms.

All members expected to be present at each and every rehearsal—no one's voice can be spared now from the chorus.

Recent additions to the group include Mildred Latimer and Mildred Palmer; Margaret Weaver, Zayda Bartley, Miss E. C. Drum, Florence Silva and Mrs. Hogarty.

Kronke-Brampton Co.

Telephone Humboldt 842

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NEW STATE FEDERATION

We know every member will rejoice in the news that California will be represented as a State, and not by the individual clubs alone, at the National Convention in July. No longer will the name of this great State be absent from the roll.

Pursuant ot the vote of our club in response to the invitation of the new club in San Francisco to form a State Federation which would be affiliatel with the National, the Presidents of the clubs holding national membership, with the exception of Eureka, met, and adopted a constitution and by-laws, selecting as a name the California League of Business and Professional Women.

A nominating committee, consisting of a member from each club, presented the following list of nominees for officers for the first year: President, Lillian Shields, of Oakland; 1st Vice Pres. Elizabeth Adams, of San Francisco; 2nd Vice pres. Or. Florence May Morse, of Los Angeles; Corresponding Secy., Josephine Endert of San Jose; Recording Secy., Helen Kingsbury, of Richmond; Treasurer, Annie Woodall, of Berkeley. They were unanimously elected.

This is a fitting recognition of Dr. Shields' action in maintaining a California representation in the National. It will be quite a surprise to her, and we trust a happy one. She is just reaching New York from a six months trip in Europe.

A director was also chosen from each club. Names will be given next week.

—o—

INVITATION

Josephine Swan White extends a cordial invitation to each club member anl friends to attend Recitals given by her pupils, in the Auditorium of our club building on Sunday, June 12th, at 4 P. M. by the juveniles, and at 8 P. M. by the adults.

—o—

DANCING KEEPS US YOUNG

Therefore, don't forget the next lance at our Auditorium, Friday evening, June 10th. Edith Bakewell, as Chairman, and her fair assistants, guarantee a good time.

JUNIOR JOTTINGS

Every member is absolutely expected to be present at the business meeting on Tuesday, June 7th, at 8 P. M. The meeting is an important one and the full cooperation of the members is positively necessary.

"The Charm School" is just a week away and everyone must get out and hustle to make it a financial success. The play itself is bound to go over with the fine direction of Mr. John Gibson and the excellent cooperation of the cast. Snap into it and sell tickets to the limit—that means everyone of you.

Harriet Bakewell,
Pub. Chairman.

—o—

MORE FRUIT EATEN

Americans are eating nearly double the amount of fruits and vegetables that they did ten years ago. This is shown by a study just completed by the Bureau of Railway Economics at Washington, it was revealed in advices today.

—o—

AN APPEAL TO MOTHERS IN INTEREST OF SAFETY

The National Automobile Club appeals to motorists and pedestrians throughout California to bend every effort toward a reduction of Automobile Fatality and Accident for the year 1927. Figures for 1926 disclose an enormous vital and economic loss for the year.

Here are some suggestions for safety proposed by the National Automobile Club:

1. Conform to laws regarding speed.
2. Set that your brakes are properly adjusted.
3. See that your lights are functioning and are properly adjusted.
4. Slow down for all railroad crossings, particularly if your view in either direction is obstructed.
5. Treat every intersection as a dangerous one.
6. Learn the hand and arm signals and use them.
7. Give the pedestrian the right of way at unprotected crossings.
8. Have your car under control at all times.

Here are some rules for pedestrians:

1. Learn to interpret hand and arm signals.
2. Cross the street only at authorized crossings.
3. At controlled crossings obey the signals.
4. Keep your children from playing in the streets.
5. When walking along country roads or crossing dimly lighted streets—wear or carry some light colored object.
6. Give an approaching motorist the benefit of the doubt. It may be that he is blinded by other headlights and cannot see you.

And here is a rule for everybody:

Exercise Care and Courtesy While Walking or Driving.

—o—

In this country South Dakota, North Dakota, Minneapolis, Maine, Michigan, Rhode Island, Wisconsin and Kansas have abolished capital punishment. Does anyone suppose life is not just as safe in these places as anywhere else? It is probably SAFER with the state not setting the example in the killing of human beings.

Tel. Oak. 907

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Four | Oakland, California, June 13, 1927 | Number Twenty-five

THE BUSINESS AND PROFESSIONAL WOMEN *will enjoy*

Remar Cake

WHICH, WE ASSURE THEM, IS THE FINEST CAKE THEY EVER BOUGHT

Try One Today

Golden Sheaf Remar Co.

DINNER

WEDNESDAY, JUNE 15, 1927, 6:15 P. M.

$1.00 Per Plate

(Note the change to Wednesday for this week only)

OUR GUEST AND SPEAKER

MRS. M. C. SLOSS, of San Francisco

SUBJECT:

WOMEN'S ACTIVITIES AND THE VALUE OF NATIONAL AFFILIATION

MUSIC: Group of Cello Solos, by FLORENCE SHERMAN BRIGGS. accompanied by EVELYN NIDEVER and REAL ESTATE BOARD GLEE CLUB

Mrs. Sloss was an organizer of The National Council of Jewish Women, one of the largest organizations in the world, and is now its Vice-President. She also organized the Council in San Francisco. Her charm and ability as a speaker, and her interesting handling of the subject so near to us at this time, insures a rare treat.

We will also have as guests the Presidents of various Women's Clubs around the Bay.

Our Convention Dinner to the Presidents of the Men's Clubs, and the government officials in February is a happy remembrance. Let us be even happier with our women guests.

Phone reservations promptly, Oakland 1470.

Miss Saylor's

Unusual Chocolates

Made in California

SOLD EVERYWHERE

JUNIOR JOTTINGS

The regular business meeting of the Juniors was held last Tuesday evening. Reports on the ticket sale for "The Charm School" were made and on various club activities. Now that the club is a member of the National they are entitled to one delegate to the Convention and at this meeting Harriet Bakewell was elected delegate and Ethel Mullarky alternate.

Harriet Bakewell,
Pub. Chairman.

Maud Asher Invites you to Lunch with her and inspect the marvelous plant of the

Contra Costa Laundry

where Ivory Soap is used exclusively

Phone Fruitvale 6600

or see her at the Clnb

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PHONE LAKESIDE 2579

400 CARS NEEDED

To show our guests the beauty spots of Oakland and Alameda, 400 cars are needed. We are sending a request to each member to make herself responsible to secure two cars. Please read the letter carefully! Do not let it suffer the fate of most appeals for volunteer service. Shoulder your share of the burden.

THE LAW OF SUCCESS

Success is each one finding the work he can do best, doing it to his highest satisfaction, and getting the proof of his service in a suitable reward. Some kinds of service require money for fulfillment, but in other lines money is not the sign of worth.

Take a successful surgeon, his skill is his capital; a teacher, his success is in the ability to impart to others, and to lead on to greater understanding.

The law of success is no respecter of persons. There is no favoritism; it gives all a chance.

There must be application; concentration of mind, labor of hand and brain, and a complete surrender of one's powers to what one wishes to do.

There must be confidence in one's plan.

There must be courage.

And there must be knowledge. Guessing does not go. One must be a searcher all the time, for the world moves swiftly, and what is successful to-day may be failure to-morrow.

All these qualities may be created and developed, and become a part of one's nature.

(Henry Ford)

CONVENTION BROADCAST

Sorry any member missed the meeting last Tuesday evening. Enthusiastic workers came from San Jose, Alameda, Berkeley and Richmond, and many details were worked out.

First and foremost, if you haven't a Spanish or evening shawl, beg or borrow one from your friends, for it is decided that all the hostess clubs in California will adopt the Spanish costume, to the extent of shawl and headdress, in the Grand Review and Ball on Friday evening of the convention. Each State group will dress in manner typical of its State, and pass in review. Prizes are offered for most typical and most beautiful costumes. Of course California is not competing for a prize, but must do what it asks of its visitors, namely, dress in typical costume. Esther Goodwin will tell you how to manage the headdress effectively and at trifling expense. Can't you picture several hundred Senoritas marching as a body? Doesn't it give you a thrill? And the other States will be intensely interesting, and clever, you may be sure.

Lots more of interest to tell you, but there isn't room this week.

Please READ THIS. Any member not otherwise tied up with convention work, please communicate with Mrs. Guber, and offer your services in one of the following capacities:

Automobile drivers;

Ushers;

To serve at Information Bureau;

If qualified as Nurse, to serve a shift in Emergency First Aid;

To help as automobile starters on Monday afternoon, under direction of Helen Burton;

Besides acting as general hostesses at all times to make our visitors happy.

—

Mrs. Guber was a visitor with Mrs. White at the Community Council dinner last week, and aroused the keenest interest when she told our convention plans, and the heartiest offers of assistance. These Presidents of the Service Clubs appreciate the value of this convention as advertising Oakland and the East Bay, and strongly commend our efforts.

NEW STATE LEAGUE

Our National Officers express their joy in the new State League in the following telegrams:

New York, N. Y., June 1, 1927—Congratulations and best wishes to that group of clubs about to represent in the National Federation. California as a State, we welcome you whole heartedly. We will rejoice in having your new State President as a member of our Executive Committee and covet her counsel and cooperation in the development of National plans. We are eagerly anticipating being with you in July.

Lena M. Phillips, President.

New York, N. Y., June 1, 1927—Greetings to our newest Baby State Federation. Will enjoy welcoming your representative on our National Board and five State Delegates at Convention. Hope all California women soon join this largest and most representative organization Business and Professional Women. All National Federation looking forward your entertaining greatest Convention in history. Congratulations.

Emma Dot Partridge, Ex. Secy.

Portland, Ore., June 2, 1927—Love and greetings to our Baby Federation. Congratulations on your splendid work. Success to you each and every one.

Adelia Prichard.

Each club in the League is entitled to a member on the Board of Directors. The following were elected, in addition to the officers mentioned last week: From Alameda, Mrs. Esther Reynolds Taylor; from Richmond, Mrs. Norma Jean Goettel; from San Jose, Miss Florence Stahl; from Berkeley, Dr. Kate Gompertz; from San Francisco, Miss Lillian Wendemuth. Also, a State Federation is entitled to five delegates at large, in addition to its President. The following were elected as delegates at large: Mrs. J. Sherman McDowell, Alameda; Miss Margaret Perkins, of Berkeley; Miss Vyvienne Sage, Los Angeles; Miss Ida Rose Streng, San Francisco; Mrs. Kathryn Marshall, Richmond. And as alternates, Miss Josephine Endert, San Jose, Miss Hermine L. Kruger, Oakland, Miss Nell Brown, Los Angeles, Mrs. Elizabeth Redmond, Richmond, and Mrs. Belle De Graf, San Francisco.

—o—

AMONG OURSELVES

Victoria Escoffier and Maud Petersen are still commuting out to Redwood Canyon. Country life is giving them lovely complexions and starry eyes, but it keeps them away from the club, and we do miss them.

—

When trading with those who advertise in the Herald, please remember to mention that you saw them in the Herald.

—

Dr. McGilvery is a frequent week-ender at her lovely cottage at Clear Lake.

—

After last Thursday evening we are sure that next to Oakland and the bay region the loveliest place in the world is Hawaii. Every one of us longs to take the wonderful trip offered. And in harmony with the pictures was the music of the Oriole Trio. Another delightful program added to our score. And the dinner itself was so delicious.

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DR. SHIELD'S SURPRISE

A telegram greeted the Doctor on her arrival at New York, announcing the formation of the California League of B. P. W. C., so that our State would be properly represented at the National Convention, and of her selection as its first President. This is her reply.

"Dumbfounded at telegram. You are all true blue. Your assurance of loyalty and support constrains me to accept heavy responsibility. With appreciation and humility our watchword, forgetting the things that are behind, let us press forward to the goal of greater service to women and all mankind."

—o—

CARD PARTY, JUNE 24th

Miss J. Florence Moore is on the job now, and has sold many tables for the Bridge Party on the 24th, with more to come, she tells us. The Committee for that evening, comprising Miss Moore, Miss Campbell, Mrs. McClenegan and Mrs. Kennedy, are working hard to make the evening a success, both financially and entertainingly.

Funds are required to meet different needs, therefore it is requested that members send in their checks for their tickets by the 18th.

LET US MAKE THIS A BIG SUCCESS. WE MUST HAVE 100 TABLES.

Donations of homemade candy or cake are also solicited.

Co-operation is the thing. Now, all together for a good showing of what our members can do.

—o—

ATTENTION, BIRTHDAYS

We who have not yet taken part in the Birthday gifts now have a chance to have an interest in our Club furnishings.

The four beautiful chairs that are in the Foyer have been secured at a great bargain.

THE FUND NOW STARTED

May we hear from you, Birthday?

WORDS

Words are great forces in the realms of Life.
Be careful of their use. Who talks of hate,
Of poverty, of sickness, but sets rife
These very elements to mar his fate.
When love, health, happiness, and plenty hear
Their names repeated over day by day,
They wing their way like answering fairies near,
Then nestle down within our homes to stay.
Who talks of evil conjures into shape
The formless thing that gives it life and scope.
This is the law: then let no word escape
That does not breathe of everlasting hope.

—Ella Wheeler Wilcox

—o—

GREEK WOMAN MADE LAWYER

ATHENS—The first Greek woman lawyer has made her professional appearance. After long discussion the bench admitted Mlle. Maria Flambourari to defend in a trial.

—o—

YOU JUST KNOW SHE DOESN'T WEAR 'EM

One explanation for the decline of 3.1 per cent in the value of trunks, suitcases, and leather bags and cases, from 1923 to 1925, as reported by the census bureau, is the apparent shrinkage in the size of women's luggage, especially trunks. A woman's clothes used to be matters of pounds, but now they are matters of ounces. A trunk had to be large to hold dresses as they were made several years ago. Because of the modern tendency to reduce the bulk of garments, a suitcase will now carry a considerable number of the short and sheer things favored by the modern woman.

—o—

As we awaken from our sleep
upon each coming morn,
May it be with the joyful
thought another day is born.

CAN THIS BE POSSIBLE TODAY?

Chicago — Because underground workers fear bad luck follows a woman's visit to an uncompleted project, Miss Jane Ryder, Tucson, Ariz., State sanitary engineer, will not be permitted to visit with other State engineers, Chicago's water tunnel under Chicago avenue. The trip will be a feature of the conference of State engineers here. Miss Ryder is the only woman State engineer.

—o—

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BUSINESS WOMENS HERALD

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Hyman's

Resort Fashions

A Studied Collection of Smart, Comfortable "Play" Clothes

The Summer Season is here, and correct apparel for tennis, the links, country clubs are to be considered. Here you will find the smartest things for resort wear because Hyman's presents them all in authoritative fashions, endorsed as the selections of smart, well-bred women.

OAKLAND Broadway at 19th | BERKELEY 2165 Shattuck

Nothing is more simple than greatness; indeed, to be simple is to be great.—Emerson.

LUNCHEON

Thursday, June 23, 1927

12:15 Sharp

The Plate 65 Cents

Pre-Convention Surprise Program

Arranged by Bessie Wood Gustason

It's a dead secret, and the editor dare not even talk in her sleep about it.

Phone **Oakland 1470** for reservations

and be sure to phone if you want a seat

DR. SHIELDS RETURN

Dr. Shields arrived Wednesday, just in time for the Convention Dinner, and a very enthusiastic welcome home. Intensive sightseeing and European food have taken away a good many pounds, but our Cafeteria will soon remedy that. She brought us all sorts of compliments from the National officers for our advance convention work, and was royally entertained as she came across the country by club women in Detroit, Omaha, Lincoln, Denver and Salt Lake. We'll hear more of her trip later.

Phone Oakland 82

Broadway at 21st Street

Oakland, California

Thomas Inc. FLORIST

Flowers are found in profusion here, and are deftly executed into novel and charming arrangements.

ONE STRAWBERRY PLANT COST $50,000

It was a plant as big as a bushel basket, and bore bigger berries, more berries, and better ones than any other kind known. Evidently the verdict of Dr. William Butler in England, three centuries ago, still stands, that "Doubtless God could have made a better berry, but doubtless God never did", than the strawberry. According to statistics the nation's shortcake this year will be the biggest on record.

BUSINESS WOMENS HERALD

Official Publication of the
BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

Laura E. Pinkston.....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. — OAKLAND 1470

Issued every Monday in the interests of the Business and Professional Women's Club

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Bess Schneberg .....Secretary

PHONE LAKESIDE 2579

OAKLAND AIR PORT

Construction of the first steel hangar unit is beginning at the Municipal Air Port on Bay Farm Island. This Air Port is one of the three largest and most important in the world. Lindy, please take note.

HIGH LIGHTS FROM ADDRESS OF MRS. SLOSS

What do we get out of a national convention?

First, the working together in preparing for one strengthens and broadens every one's ability to do things. It gives confidence to attempt better and bigger things.

Second, big and fine as California is, we are far removed from the center of the world's activities, and we need the contact with those from other sections; to meet women who are thinking out and doing things elsewhere.

Next, it is absolutely essential, in this day and age, to get a national point of view.

America's "splendid isolation", so called, is no more. Our situation is neither splendid nor isolated, as the peace of the world demands co-operation and understanding between one country and the other. Lindbergh has forever destroyed the idea of isolation. He, and those who follow him, will link all nations together. So we must not only be national in thought, but international. And that can only come through personal contact. "Ladies of the business and professional world, this convention is your great opportunity. Do not neglect it."

BOOK REVIEW

The Book Review Committee suggested a vacation for two months, but those in attendance at the last meeting voted it down, saying they just couldn't think of going without them that long.

Hermine Kruger found a lot of unusual things in the news to tell us about, and Zayda Bartley reviewed as the principal book, "East Side, West Side", by Reisenberg, Mrs. Fayette Phillips, our club member, happened to be present, and told us that the author was a cousin of her husband, and added very interesting personal bits regarding the author, his family, and his work.

Mrs. Bartley also reviewed Edith Wharton's last book, "Twilight Sleep", and "From Man to Man", by Olive Schreiner, published since the author's death.

Two books were added to our Library through the courtesy of a visitor, Miss Wilson. It is the hope of the P. O.'s to add a new book at least each month.

Suzanne Chalmers presided, in the absence of Mary Barmby.

OAKLAND'S WEALTH

Oakland is coming to, but still the fifth city in California in value of vested wealth, which is made up of municipal buildings, grounds and equipment, including parks, fire department, schools, etc. Present value of all, $26,813,173.64.

—o—

PATRONIZE OUR ADVERTISERS—TELL THEM YOU SAW IT IN THE HERALD.

Emilie J. Edmonds
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Reserves Hours 5 to 7 for Business Women
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Room 204 Lakeside 1536

AMONG OURSELVES

The Convention Dinner was full of good things, from the fruit cocktail and chicken to the end of the last speech. Miss Phillips, President of the National, sent the following greeting by wire:

"Greetings and best wishes for you all at your last convention dinner. We are proud of and grateful for the splendid plans you have made for your national convention. We rejoice that soon we may all together enjoy the fruits of your labors."

Congressman Albert E. Carter and Mrs. Carter gave us their congratulations, and offers of any assistance possible.

Greetings and co-operation were extended by the following club presidents attending the dinner:

Mrs. Mary Laughlin, from Lodi, President Northerh District of California Federation of Women's Clubs.

Mrs. Henry Hill, Women's City Club.

Mrs. Laura Pickering, Glenview Women's Club.

Mrs. H. J. Platts, New Century Club.

Mrs. Orville Caldwell, Oakland Club.

Mrs. H. W. Kent, Home Club.

Mrs. Robert Gurlach, Speech Arts Assn.

Mrs. R. W. Burke, Renaissance Club.

Mrs. J. L. McVey, Fruitvale Club.

Mrs. Maude Graham, Foothill Boulevard Club.

Mrs. Frances Raymond, League of Bus. & Prof. Women, San Francisco.

Mrs. Norma Goettel, Richmond B. P. W. C.

Miss Lillian Wendemuth, organizer of new State League B. P. W. C.

Also, large delegations from the Berkeley and Alameda Clubs were present.

The Glee Club from Real Estate Board sang as well as they looked, which is saying a great deal, and the Cello numbers of Florence Sherman Briggs, niece of our own Miss Sherman, were exquisitely rendered.

Did you notice everybody coming back for a second helping of those delicious sweet pickles presented to us by Mr. Gray, of the Braden Co. of Pasadena?

—

And the decorations! The stage never looked lovelier, and the whole room was a joy to look at. Mrs. Ihrig worked from dawn to dark, but it was worth it. However, next time let's volunteer to help her.

Completing the glorification of the room were two paintings by Agnes DeNeale Morgan, loaned to us by the artist herself, as a loyal club member. A glowing one now fills the space above the fireplace in the Garden Room, and she promises the loan of one especially suited to the mantel in the Auditorium, during the convention. We are truly grateful.

It was delightful to greeet as visitors at the Convention Dinner Miss Thelan, past president of the B. P. W. C. Club of Hamilton, Ontario, and Miss Bayard, of Wilmington, Delaware club. They are just getting ready to form a national federation in Canada.

—

Elisabeth Sherman has been quite ill, but happy to report her improvement.

Electrolysis Man Barber Two Hair Cutters

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Air Cooled Process

LIKE A MARCEL

Without Finger or Water Waving

The permanent wave pictured here personally produced by Mrs. Havlin and can be seen in our shop.

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Phone Piedmont 523

MRS. HAVLIN

(Burnham Graduate)

Didn't our Juniors just cover themslves with glory in the "Charm School?" Nothing but praise on every side. It was a great undertaking, splendidly carried out. That's what is expected of junior business and professional women, and we're mighty proud of our own particular group.

—o—

JUNIOR JOTTINGS

Girls, remember the Convention is nearing and our final plans must be made. Come to the meeting, Tuesday, June 21 and hear about everything, also don't forget the ideas you promised to submit to our president. Cooperate.

From all that witnessed "The Charm School" come words of praise and enthusiasm in the way it was produced. The reports of the play will be made at the meeting. Following the business will be a social.

Our club member, Thanet Mellick, has just arrived from New York, where she has been since August. Welcome home, Thanet, and we hope to see you at the meeting.

Harriet Bakewell,
Pub. Chairman.

P. O.'s MEETING

The P. O.'s will meet at a picnic supper at the beautiful new home of Eunice Prichard, 106 Maxwelton Road, Piedmont, off Moraga Road, (first road to the left after passing Highland Ave., third house on the road).

The time: Any time after 5 o'clock Wednesday evening, June 22nd. The supper will be arranged by the committte, but please make reservations by Tuesday. Phone Humboldt 1107.

Please be present to greet Eunice in her new home and hear her new stories, as well as to take part in the discussions of the Section.

Dora B. Cooley,
Secretary.

—o—

BRIDGE PARTY

This doesn't mean the bridge across the bay, nor even Willie May Bridge especially, but the card party at the club on June 24th.

There's a prize for each table, many door prizes, punch and rerfeshments for all — all for the one admission. The Committee in charge report tables selling finely, and they expect a large attendance.

Speaking of members co-operating, the San Francisco Club gave a Bridge party at their new club rooms last week, and 150 tables were placed among club members. We are confident of the same co-operation in Oakland.

The Committee request that checks be sent in now for the tables reserved.

—o—

ARTISTS TAKE TO WHITE SOAP

Soap, which if put to its more utilitarian purpose would be sufficient to scrub approximately 14,000 hands and faces for one week, is on exhibition at the Anderson Galleries in the form of art.

It is in the annual exhibition of small sculptures in white soap for $1100 in prizes, and there are 2500 exhibits from all parts of the country.

"Soap," said Alon Bement, director of the Art Center, at a meeting of the soap sculptors, "is a medium within the reach of all and encourages artistic expression."

SHORT SKIRTS HEALTH BOON

Short skirts and sheer hose have been a boon to the health of modern women, delegates to the annual convention of the National League for Nursing Education in session were told by Miss Anna Jamme, head of the California bureau for the registration of nurses.

"This much-maligned jazz age is the healthiest in history," the speaker declared. "Jazz and speed merely mean that the healthful exercise of dancing and motoring has become a national habit."

—o—

TOKYO — Japan has conferred the degree of doctor of science on a woman for the first time. Miss Konoko Yasui, who is 48 years old won this recognition with a thesis entitled "The Peculiarities of Japanese Coal." She is assistant to Kenjiro Fujii, famous botanist of the Imperiol University. Upon reading her thesis Dr. Fujii presented it to the university faculty, which unanimously voted to grant the degree.

Miss Yasui started her scientific training at Harvard College. In addition to her work at the Imperial University she is also on the faculty of the Women's Higher Normal School here.

—o—

NO MORE SLEIGH RIDES

A steam or gasoline driven roller has been designed to be heated and rolled over the snow on streets and roads, melting it rapidly.

—o—

WHAT O'CLOCK, PLEASE?

Engineers surveying for a railroad in Northern Turkestan have uncovered the skeleton of a massive saurian that must have passed away 3,000,000 years ago last Friday.

—o—

MAKING THE BEST OF IT

Dear Sir and Brother: Our Memorial Services will be held Sunday. Members are requested to assemble at the Lodge Room and march to the church in a body. "The more the merrier."

Superior Ice Cream
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Superior Service
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Volume Four | Oakland, California, June 27, 1927 | Number Twenty-seven

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Remar Cake

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Try One Today

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The readiest and surest way to get rid of censure is to correct ourselves.—Demosthenes.

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DINNER

Thursday, June 30, 1927

6:15

THE PLATE, $1.00

RECEPTION TO NEW MEMBERS
and
WELCOME HOME TO DR. SHIELDS

Our President, Mrs. White, has arranged a happy evening, giving us an opportunity to meet the many new members that have come in during her presidency, and has persuaded Dr. Shields to give a "Travel Talk" to us stay-at-homes, describing the most interesting experiences in her six months' tour around the world.

Phone Oakland 1470 for reservations.

EVERYBODY READ THIS

Every one desiring to attend any sessions of the convention must register at the beginning, and pay the small registration fee, $2.25. You will then receive a badge, which will admit you to all sessions. This is customary at all conventions. Mrs. Jessen will be in charge of registrations with a corps of helpers. Let us be the first to register, that the way may be clear for the visitors when they arrive. It will be one grand rush then, and we must not block the way.

Miss Saylor's

Unusual Chocolates

Made in California

SOLD EVERYWHERE

ATTENTION!

Every club member will be welcomed at the next meeting of Convention Chairmen, Wednesday evening, June 29th, 7:30 P. M. at the Garden Room. Latest details of plans will be discussed and decided. Meetings will be held on each Wednesday evening hereafter until convention.

All chairmen of committees must bring in three copies of report of work done so far, by direction of National Secretary.

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OUR NATIONAL EMBLEM

In response to many inquiries as to the symbolical character of national emblem, the following is given:

The central figure is the Winged Goddess of Victory, or the "Nike of Samothrace". The original statue was found on the island of Samothrace in the year 1863, in archaeological excavation work, and is said to have been set up by Demetrius Poliorcetes to commemorate a great victory at sea about 305 B. C. It is considered an amazing piece of sculpture, and is now in the Louvre at Paris.

Historians say it was probably intended for the prow of a galley of war, and no other statue has in it such majestic movement of triumph and liberty indicated. The whole figure carries with it an irresistible forward urge, seeming to say in every fold of the garment, "Let's go!"

Gertrude Dillenberger, of the Shreveport, La., Club, says: "Have you ever stood at the prow of a ship bracing yourself against the breeze, holding your head up against the wind, thrilled with the sense of driving forward? So rode the Nike of Samothrace. So rides woman to-day, against the wind and waves of ancient prejudices and limitations."

By the side of the Winged Victory are placed the Torch of Wisdom, the Winged Wand of the Herald, the Ship of Commerce, and the Open Scroll of Learning, all encompassed in the golden circle of Love.

Now isn't that an inspiration to very one of us to go forward unhesitatingly, confident that we can reach the high places in life through following this symbol?

CONGRATULATIONS

At the time of going to press twenty Presidents of State Federations of B. P. W. C. have written congratulations to Dr. Shields on the formation of the California League of B. P. W. C., of the following cordial character:

"The Delaware Federation extend their congratulations and good wishes to the California League of B. P. W. C. We believe that through our national organization we can shape a program that will strengthen the conditions for the advancement of women into the economic world, and give to them an opportunity for what one of our former national presidents, Olive Joy Wright, has called "An adventure in Friendship".

"The Sunrise State of America sends greetings to the Sunset State, and with them welcome to our National Federation. We of Maine are very happy to send these greetings and this welcome. We are coming to your Oakland convention with a delegation large enough to show you our interest and sincerity.

We are sure that your State League will bring to the business and professional women of California a wonderful membership and all of the advantages derived from national membership. We feel that you will bring to us strength which will help us greatly in our work."

—o—

JUNIOR JOTTINGS

At the meeting of the Section last Tuesday night a large number of members and friends were present. After the regular business bridge was enjoyed and an extremely amusing review of "The Charm School" was put on by various members of the cast.

A complete report of "The Charm School" was made by Clarice Adams, Chairman of the event, and it was very satisfying in every degree.

A dance is planned for July and Thanet Mellick, who recently returned from New York, is chairman, so we can be sure of something novel.

Harriet Bakewell,
Pub. Chairmon

AMONG OURSELVES

Our convention visitors are going to see something of the wild and woolly west on their way out, as when the President's Special reaches Flagstaff Arizona, 20 cowboys—at least to the extent of cowboy hat, gun and holster—will board the train and stage a real hold-up. So plans the Arizona Hospitality Committee.

—

Have you staked out your Spanish shawl yet for the California costume at the closing Review and Ball of convention? And have you learned how to drape the lace scarf on the head? Esther Goodwin transformed all the P. O's. into real Senoritas the other evening.

—

Eunice Prichard is certainly getting up in the world. Her new home is on the topmost point of Highlands, overlooking all the world, it seems. Some one dropped a life-saver out of a back window, and it was found at the Piedmont Station when it stopped rolling. It ought to be salable to one with a wayward husband, for when you get there you don't want to leave.

—

It was fine to get a look at Mrs. Whittaker again. We showed our appreciation by giving her a good lecture on working so hard and getting thin.

—

Jessie Eckles is the same good scout. No matter if she does live and do business in San Francisco, she is loyal to our Club, and comes over frequently.

—

You wouldn't dream, as you admired Bessie Wood Gustason conducting last Thursday's convention program of 30 years ago, that she had just sustained a very great loss in the burning of the house at their ranch in the San Joaquin Valley, and all its contents. It had just been fitted up for the young couple, her nephew and his bride, with Bessie's piano and many treasures of years' accumulation in the family. But we know Bessie's philosophical disposition—a smile through the tears, and an enthusiastic beginning again.

HOTEL OAKLAND

OFFICIAL HEADQUARTERS

B. P. W. C. NATIONAL CONVENTION

JULY 17-23 INCLUSIVE

The convention of other days was carried through with only a "near" riot when it was discovered that Mary Guber, as Treasurer, had lost the funds in the treasury, and Suzanne Chalmers got tired writing minutes, and struck. Bird Wilson gave the report of the Research Committee, which won't bear printing, and Edna Spencer gave the address of the day, with weighty advice to women. Special music of the period charmed the ears, from the quartette, Ada Angel, Mary Campbell, Alice Irwin, and Mrs. A. M. Jessen and Mrs. Perry as "Page" was the busiest of all. The costumes were marvelous — no other word describes them.

—

We were happy to be represented by our President, Mrs. White, and a number of members, in the parade and exercises on the sailing of the first ship from the port of Oakland as a liner, for Honolulu. Soon that will be a common thing, but there's a joy in helping with some of the "first" things in our city's development.

—

It was fine to see Mrs. Presher at the luncheon Thursday, and looking remarkably well considering the serious character of her accident.

PHILOMEL NEWS

Club members and community friends of the Philomels are invited to "listen in" to a half-hour's radio program to be given over KGO on Tuesday evening, June 28, beginning at 10:20 P. M. A little late to be sure, but may be you will be lulld to sleep by the choice and delightful program you will hear.

—

And costumes! You should see those now in the making—Greek in line but modern in style which will be worn whenever this singing group appears in public program. And when the Fall months come on apace there will be important announcement of an evening of music when the Philomels will come forth arrayed in all their glory and render a program of music well worth listening to.

—

Don't forget, PHILOMELS, the twice-a-week rehearsals. No absentees, please. The time 7:30 sharp. And study your words!

Z. W. Potter, Chairman.

ARE WE MAKING OUR HE-MEN SOFT?

Nothing ever thrilled woman more than to watch a big, strong man perform some miraculous feat that her tender hands were considered too small and delicate to accomplish. Women stood around in delicious awe while the great He-Man of the family heaved the log on the fire, lifted the trunk, moved the piano, or subdued the mettlesome horse.

But, alas, this thrill is ours no more! The gas-log needs no heaving, the radio runs on casters, and the baby can drive the flivver!

Woman has always more or less coddled man in the little things at home; has always acted as the human buffer between him and the uncomfortable details of the household. There never lived a man strong enough and brave enough to count his own laundry, fix his own bath, clean his own razor, pick up his own clothes, and write the weekly letter to his own mother! Still, outside the home, he was our hero!

And now that women have gone into the business offices, they are coddling the men downtown as well as uptown. He doesn't have to compose his business letters, answer his own telephone, or fire his own help, sharpen his own pencils, or even think up his own alibis,—if he can get an efficient hundred-and-fifteen-pound young woman to manage his office. (Helen Rowland.)

OFFICE ETIQUETTE

"You were speaking much too long on the 'phone just now, Miss Ponsonby."

"But it was a business call, Mr. Jones."

"Well, please don't address any of our clients as 'sweetikins' in future!"

—o—

FAIR WARNING

The best buy in the house. Has A-1 tires—just been painted and sure looks nice. Has bumpers, motometer, etc., and it will not last long.

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MIXED HIS CUES

Bob Jenks upon his wedding day
Was a most excited creature;
He handled his bride the marriage fee
And tried to kiss the preacher.

—o—

TRUE TO FORM

"Do you think it is unlucky to marry on a Friday?"

"Certainly. Why should Friday be an exception?"

—o—

HAPPY THOUGHTS

Let's fill our hearts with happy thoughts, not leaving any room
For fret and worry to creep in and cast a dismal gloom.

—o—

"Remember the steam kettle—though up to its neck in water, it still continues to sing."

—o—

HE-MAN'S JOB

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Superior Ice Cream + Superior Service = Satisfaction

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Oakland 1200

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Summer Frocks
and Dinner Gowns

The most unusual values we have offered this season! For the frocks and gowns are crispy-new! New modes! New colors! In the very fabrics that will be smart for summer's frivolities! Flowered or plain chiffons, flat crepes, flower printed crepes and tub silks.

$16.50
up

The worlds in which we live are two:
The world I am and the world I do.
—Van Dyke

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LUNCHEON

Thursday, July 7, 1927

12:15 Sharp

Business Meeting

New Convention Songs
Latest Convention Plans
Instructions to Delegates
Interesting Reports

Phone Oakland 1470 for Reservations

BERKELEY CONVENTION DINNER

A pre-convention dinner was given by the Berkeley Club on Monday evening last, to complete plans for Berkeley Day, and to learn how they could best serve and best enjoy throughout the convention. Several of the Convention Executive Committee attended, to answer questions and tell the plans. Enthusiasm ran high, and how they did sing the State songs!

Phone Oakland 82
Broadway at 21st Street
Oakland, California

Thomas Inc FLORIST

Flowers are found in profusion here, and are deftly executed into novel and charming arrangements.

RICHMOND DINNER

Sorry every member couldn't attend the installation dinner at Richmond last Monday. Mrs. Goettel presided with her usual charm. She was re-elected as President, with many of her present Board. The installation ceremony was carried out by Mayor Mrs. Mattie Chandler. All the clubs of B.P.W. around the bay were well represented, and report a delightful evening.

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PHONE LAKESIDE 2579

NOTICE

A lot of new State songs have just come in, and the time is very short in which to learn them. So come next Wednesday evening, at 7:30 o'clock, to practice them, at the Garden Room.

AMERICA

I love thine inland seas,
Thy groves of giant trees,
Thy rolling plains;
Thy rivers' mighty sweep,
Thy mystic canyons deep,
Thy mountains wild and steep,
All thy domains;

Thy silver Eastern strands,
Thy Golden Gate that stands
Wide to the West;
Thy flowery Southland fair,
Thy sweet and crystal air,—
O land beyond compare,
Thee I love best.

Henry Van Dyke.

FRANCE EXTOLS AMERICAN EDUCATION

The press of France, in praising Lindbergh, gives credit to our system of education in shaping his character. They say: "There is a world of difference between the shaping of minds in France and the prep aration for life in America. Th brain of a French high-school pupil is like a steamer trunk into which one packs a lot of widely different articles without regard to the destination of the tourist.

American education is not at all like that. Before setting a big pile of books before the pupil the teacher asks. 'Where are we going? What is the ideal to be attained?' The Greeks sought happiness through beauty. Modern nations seek to dominate by force. But force is not obtained through books; it is found in action. Science can help, but the source of energy lies in character.

The marvelous exploit of Charles Lindbergh was due to exceptional qualities of courage and cool judgment, and one can also say it is a product of the advantages of American education."

DICTATING FROM BOTTOM OF OCEAN

"Stalking about the floor of the sea under sixty feet of water Mr. William Beebe, biologist, studies strange fish through his diving helmet. and dictates nto a telephone to an assistant on the deck of the schooner above. Along the coral reefs of Haiti he found enough material to keep relays of stenographers busy; 280 different kinds of fish, many never known before. One was a transparent creature which held in its interior an aquarium holding as many as 300 living fish, an inch or two long, nimble silvery creatures.

Another small fish observed was named "the demoiselle", as it made a complete change of raiment about six o'clock. In the afternoon its scales were a brilliant yellow, with blue beneath, and in the evening turned to coal gray with vertical black bands

With television almost perfected, the whole nation may soon be able to sit quietly at home and see Mr. Beebe stalking among the finny creatures. and watch their performances in the deep water."

AMONG OURSELVES

Juniors will grow up, and because of that we have the joy of welcoming two new members from the Junior Club into our senior club. Thyrza M. Sharwood, of the School Department and Grayce E. Dempsey, Accountant.

—

Among our members vacationing at present are Lola McReynolds and Clara D. Forbes.

—

A convention at Asilomar is claiming Alice G. Moore and Mrs. Homer T. Miller. They'll be just in trim for the convention.

—

Did you hear the Philomels over the radio last Tuesday evening? Wasn't their singing lovely? And aren't we going to be proud of them at the Oakland Breakfast at the convention?

—

The following members have been received into the club during Mrs. White's incumbency. and were especially welcomed at the meeting last Thursday evening:

Martha E. Koehler, adding and bookkeeping machines.

Frances Russell, advertising, Tribune staff.

Rose Buzzalino. owner Women's Apparel Shop.

Grace O. Coleman, Coleman's Studios.

Lola D. McReynolds. Secretary to Phillips Manners, Realtors.

Mrs. Ethel B. Hall, Manager Regillus Apts.

Mary S. Parkinson, Probate Clerk.

Isabel Gilmour, Real Estate Loans.

Mrs. Homer T. Miller, Executive Secretary, Y.W.C.A.

Thyrza M. Sharwood, Public Schools.

Caroline T. Irons, Musician.

Mrs. B. H. Parks, Manager Addressograph Sales Co.

Edith Campbell Drum, Registered Nurse.

Clara D. Forbes. Manager Beauty Shop, Schlesinger's.

Elizabeth Urlovic. Owner, Quality Grill.

Gladys Wright Henry, Secretary.

Alice G. Moore. Secretary, Community Relations, Y.W.C.A.

Alice H. Dougherty, Educator.

Elsie Cross, Concert and Lecture Manager.

Mary A. Cooper, Owner Cooper's Canary Cottage.

Adria L. Harrison, Inventor, Baby Specialties Co.

Mildred T. Brown, Bookkeeper.

Fannie Bee Rosebrook, Owner, Cock o' the Walk Tea Room.

Dr. Iva M. Post, Chiropractor and Foot Specialist.

Adele Burke, Owner, Burke's Department Store.

M. DeNeale Morgan. Artist (Carmel)..

Charlotte A. Morton, Real Estate and Interior Dcorator.

Grayce E. Dempsey, Accountant.

Mrs. W. S. Withers. Owner and Manager of Apartments.

—

The loveliest letter comes from May M. Pettengill of the Eureka Club, saying how much she enjoys the Herald; that it makes her feel personally acquainted with our members, and that she even follows our Book Review by reading the books mentioned. She also enclosed clippings of the publicity given to the musical program broadcasted by our Philomels. We appreciate your appreciation, Mrs. Pettengill. Such letters make us keenly realize the close bonds of our sisterhood.

—

Welcome home to the editor, Laura Pinkston. We're all mighty glad to have her back. She has been broadcasting for Oakland and the Convention clear across the continent and is enthusiastic to her fingertips over her meeting with the club women who are coming.

—

The Bridge Party was of course a great success. About $240 was realized, which after deducting expenses of about $100 will net the Club a nice little sum.

The Committee wishes to thank all who contributed to the evening's pleasure and especially the donors of prizes, Edwards Jewelry Co., Royal Worcester Corset Co., The Venus. The House of Crane The Copper Shop Miss Saylor, Mrs. F. M. Cohan, Mary Campbell. and Mabel Little. Also, to express their appreciation of the contribution of home made candy by the Juniors, and their gracious assistance in serving.

The Committee requests that those who have not yet made returns for tickets will remit at once, so that a prompt adjustment may be made.

—o—

IN SYMPATHY

Our heartfelt sympathy is extended to our members, Ellen Dockery and Dora Cooley. in the loss of their brother, residing in Siskiyou County. We know the close ties that bind this family. and the keenness of sorrow in the breaking of those ties.

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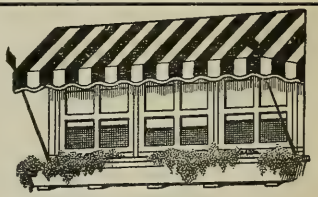

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CONVENTION NEWS

Ella Saylor has been selected as Vice Chairman of the Convention. to be first assistant to Mrs. Guber. A fine pair to draw to. isn't it? They are putting in about 18 hours a day for convention, right now. And talk about service! They are already dating up "permanent waves", dressmakers. and theatrical costumers for the delegates on arrival. by request, and a thousand other things you'd never dream of.

Registration. Mrs. Jessen and her committee will be at the Hotel Oakland on Saturday afternoon. July 16th, ready to register every club member from the clubs around the bay, so the way may be clear for the visitors when they arrive on Sunday and Monday. Let's register 100 per cent in the Oakland Club!

This is a necessary formality with conventions. The fee is only $2.25, one dollar of which goes to our own convention fund. On registering you secure a badge which entitles you to attend all sessions. Without this badge you can only attend on three occasions namely the opening reception Monday evening, the banquet, Thursday evening (by special ticket), and the Grand Revue of States and Ball Friday evening.

Also, the coupon books may be secured on rgistration, containing tickets for all luncheons and dinners, the trip to San Jose. the ride on th bay with the delegates for three hours. the banquet, the Oakland Breakfast Wednesday morning, etc. Some of these are free. but you can only participate if you have a badge and a ticket.

—o—

DR. SHIELDS A PARSEE LADY

Dr. Shields' talk on Thursday evening was a revelation as she told of the attainments of women in India, that land of mystery and charm. The auditorium was transformed by the lovely prints she brought. and we were ourselves transported across the seas by her descriptions and the photographs of the beautiful places. The Doctor made a picture never to be forgotten, in her dress of the Parsee lady, of sheerest white interwoven with gold, a robe that took three months to weave.

—o—

PHILOMEL NEWS

The musical program given last Tuesday night by the PHILOMELS over KGO had hardly concluded before congratulatory messages began to reach the station. The very first of these came from Mrs. Taylor, prsident of Alameda Club who heard the entire program and was most enthusiastic in her praise of its excellence.

—

The Philomels hereby thank all those who have said nice things about their radio performance and hope you will again "listen in" next Monday night, July 11, when we sing over KTAB at 9.45 P. M. This will be just a short contribution to the evening's program and only about three or four songs will be sung.

—o—

JUNIOR JOTTINGS

Every member is urgently requested to be present at the business meeting on July 5th. This is the last meeting before the convention. So make every effort to attend. Rehearsal for the convention songs will be held at 7:30, before the meeting. So come promptly at 7:30. There are many members whom we have not seen for sometime. It would be so nice if they would make a strenuous effort to attend this important meeting.

Harriet Bakewell.
Pub. Chairman.

—o—

OUR LIBRARY

Books are issued free from the Club Library at every meeting of the Club on Thursdays. and at the Book Review, the second Saturday of each month. returnable on same occasions, not to be kept over two weeks. Please see that all books are returned on time, as the new books are in demand.

For every week books are overdue a charge of 25c will be made. this money to be used in purchasing more books by the P. O's.

Books are issued and returnable only when the Librarian, Mrs. Jennie Reid, is in attendance.

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OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Four | Oakland, California, July 11, 1927 | Number Twenty-nine

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National Executive Secretary
of the National Federation B. & P. W. C.

EDITH PERKINS
President of Honolulu B. & P. W. C.

JOSEPHINE SULLIVAN
One of the Organizers of the National

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Susanne Chalmers and Elizabeth Clow, Chairmen
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Official Publication of the
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Laura E. Pinkston.....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. — OAKLAND 1470

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PHONE LAKESIDE 2579

IMPORTANT

The last meeting for practice of songs and final convention arrangements will be held next Wednesday. Come at 7:30.

Also, last directions for costumes, renting of Spanish shawls, etc.

VACATION TIME

'T was Henry Van Dyke that said, "Be glad of life because it gives you the chance to live, to work and to play and to look up at the stars."

We can love all the time and work most of the time and snatch a little time day by day for play to keep us alert and going. But now the vacation time is here, the time for playing, for seeking new places, for wandering in the woods, for climbing mountains, for a dip in the vast ocean, yes and to look up at the stars, to become lost in the beauty and immensity of nature and the universe.

It is then that we gain poise as it dawns upon us how small, after all, are our seemingly great worries and strivings. It is then that we begin to catch the rhythm of the universe and to swing into step. It is then that we gather strength in the knowledge that the great Creator lives and governs.

CONVENTION SPECIAL

Register and get your Convention badge and coupon book, at the Hotel Oakland, Saturday afternoon, July 16th and avoid the rush.

Registration fee is $2.25, one dollar of which goes to our club. The coupon book including the banquet and all breakfasts and luncheons except the Emblem breakfast $7.75, total $10.00.

Think of attending a National Convention for $10.00.

No member can attend any business meeting or discussion without a badge.

Sign up for the free boat ride on Wednesday and be a special hostess to some visitor.

Scan your program for interesting sessions. See Monday mornings announcement.

—o—

JUNIOR JOTTINGS

Remember Juniors to attend the rehearsal for our Convention Stunt. Phone Marion Wharton, chairman, for full details, Piedmont 4260-W.

At the last meeting Dr. Shields, president of the California League of B. P. W. C., presented the club with the charter from the National Federation. We must live up to all it stands for.

Our next dance, Friday, July 29th. Save the date and tell your friends to do the same.

Harriet Bakewell,
Pub. Chairman

2000 YEARS PROGRESS

Unheralded by praise, scientists today carry on the work of medical research, in their laboratories, impelled by the same urge which has been felt by physicians since the beginning of time.

Late despatches report that Dr. Ruth Tunnicliffe, of the Rush medical college of Chicago, has found a preventive serum for measles.

Father of Medicine

Hippocrates, born in 460 B. C. on the Island of Cos, is regarded by the world as the "Father of Medicine." He insisted on a thorough diagnosis of the patients' ills.

John Hunter, a Scotch investigator, who is recognized as the founder of scientific surgery, made extensive studies in comparative anatomy, which greatly aided later research workers.

Dr. Edward Jenner, who discovered a vaccine with which to combat smallpox, studied under Hunter, in the latter part of the eighteenth century.

Lister in 1883, was made a baronet for his work in antiseptic surgery.

Pasteur's Work

Louis Pasteur, known through out the world for the fight he waged against communicable disease, carried Jenner's theories still further. His great discovery was the serum which prevents hydrophobia while his system of sterilizing milk is widely used today.

AMONG OURSELVES

Mrs. Rosseter is leaving this week for a vacation at Fallen Leaf Lodge, but expects to make a special trip down for the Convention.

—

Miss Lea Brunquist has just returned from two weeks camping trip in the Yosemite. Her seventy year old mother was the best camper in the party.

—

Mrs. Moffatt and Kenneth King, mother and son of our late beloved member, Florence King, were visitors at the club last week.

—

At the Business Meeting luncheon last Thursday Mrs. Josephine Swan White, our president, quite electrified the members by announcing the engagement of Maud Petersen. Edward Mysel is the lucky young man and Mrs. White assured us that the club is not losing Maud but just gaining a "boy friend". A long life and a happy one Maud.

—

Every one should attend the dinner on Thursday evening. It will be such a good opportunity to get acquainted with some of our prominent convention guests.

—

Friday evening at the convention is to be a costume ball where all the clubs will pass in review.

Oakland Club is to be the last in line and every member is requested to wear something Spanish either a shawl or a mantilla.

At the luncheon last Thursday, Mrs. Josephine Holly demonstrated the beauty of a lace mantilla that can be gotten at Whitthorne & Swan's for 75 cents complete, including high comb, a special price for the convention.

See the Capwell ad in this issue giving a special on Spanish shawls and combs for the convention.

—

A cordial greeting will warm the hearts of our visitors. Every club member is a special hostess. Let us all meet the Presidents special Sunday morning. Time 10 o'clock, place 1st and Broadway.

HOTEL OAKLAND

OFFICIAL HEADQUARTERS

B. P. W. C. NATIONAL CONVENTION

JULY 17-23 INCLUSIVE

PRE-CONVENTION DINNER

The New League of Business & Professional Women of San Francisco extends an invitation to the East Bay Clubs, to a pre-convention dinner Friday, July 15th, at the Women's City Club, 685 Post Street, near Powell.

Emma Dot Partridge, National Executive Secretary and Miss Helen Havener of Portland, Me., will be the honored guests and speakers.

Let as many as possible go to the dinner and get acquainted with these National officers and our new club in San Francisco.

Phone Oakland 1470 for reservations by Thursday the 14th. Price $1.00, time 6:30. Friday evening, July 15th.

—o—

OXFORD WOMEN TRIUMPH

Cambridge Also Bows to Ability of Fair Sex

From London comes word that British women have won a triumph at the two great British universities.

Both at Oxford and Cambridge they have now been placed on a full equality with men. They have now been admitted to all professorships, and University lectureships.

At Cambridge a new statute opens all university scholarships prizes and similar positions to women.

WOMAN BUILDER

Four years ago Mrs. Emma C. Kennett, of Chicago, was possessed of three young children, a desk in the office of some one else and a great ambition to make her slim purse fat in the building business.

Now she has her own suite of offices in the First National Bank Building and her books show over two million dollars worth of business done since she went on her own three years ago.

Mrs. Kennett as a girl entered the office of a building company where she gained her knowledge of that industry. After she married and became the mother of three babies she dealt in real estate on the side and become a licensed architect.

The children now range from thirteen to seven years of age, are great chums with their mother and she says they know nearly as much about the business as she does.

—o—

SEE AND SETTLE

It is reported that a Colorado man came to Berkeley to attend his son's graduation recently. He took a ride over Alameda County and immediately began arranging to dispose of his holdings in Colorado s as to come here to live.

Now, you see, that is just what a lot of our convention visitors will do.

WHAT TO DO FIRST

Go down to 1st and Broadway at 10 o'clock Sunday morning, and greet the President's Special. Be hostesses at the hotels, to the State groups to which you are assigned, or to any of the visitors. Treat them as your own guests, all through the convention. Find out what they would like to see, and arrange for them to see it, either on our program or off from it. Remember, this is our opportunity to show Oakland and the bay region in the best way.

At 3:45 P. M. be at the Greek Theatre, to swell the crowd and enjoy the program arranged for the visitors, and greet the Berkeley club later in Faculty Glade.

On Sunday evenings some of the women of note among our visitors will occupy the pulpits of churches not closed for the summer evenings. Watch announcements and attend.

On Monday morning attend round table discussions at Auditorium, selecting subjects most interesting to you.

—o—

Encore

Listener—Do you play by request?

Orchestra Leader — Yes, we do.

Listener—Would you please play dominoes until I have finished my dinner?

—o—

The Eyes Have It

Short—Can Johnny come in for half price? He's only got one eye.

—o—

Abie Goldstein's wife died. Abie was perplexed as to what to put on the tombstone. Finally he decided on this: "Here lies Rachel, beloved wife of Abie Goldstein, who is mourning at his usual place of business at 1569 Harnam St."—The Microphone, Omaha B.& P.W.C.

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REAL POWER IS IN WORDS

In three words there is more strength than in all the armies that have ever been sent into battle. Those three words, uttered by Christ, are: "Love one another."

Men forget them in their hatreds, superstitions, and selfishness. But they have outlived hatred and they will outlive selfishness and superstition. One day they will be supreme law, making other laws unnecessary.

—o—

TIME AND MEETING PLACE CHANGED ! !

Have you secured all the autos possible for Oakland and Alameda day, Monday, July 18. We still need many more machines. The time and meeting place have been changed. Tell your friends to be parked at 2:30 at Alameda's new hotel, Broadway and Central. All those who have already signed up will be notified of the change by mail. Please get your cards in at once. ALAMEDA is doing herself proud, with a buffet luncheon and an elaborate fantasia espanol.

—o—

BIBLE IN THE SCHOOLS

Australian school law requires that children shall read from the Bible in the schools and have the Scripture explained to them. It is non-sectarian and the children become familiar with the Bible, its history and its moral teachings. They take pains to teach a strict regard for truth and the obligation of duty.

—o—

MORE PORTIAS

In June nine Chicago women, having passed the examinations to be admitted to the bar, appeared before the Supreme Court at Springfield where they were sworn in and given their licenses to practice law.

—o—

GOOD WORK

In 1923 the women of Hawaii got a bill passed prohibiting bill boards in cities and on highways; leaving the beauty of the scenery unimpaired.

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Volume Four | Oakland, California, July 18, 1927 | Number Thirty

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WELCOME TO OAKLAND

At the crossroads of the world, "where rail and water meet", and then take to the air.

A hundred years ago the glamorous life of the Spanish Rancho prevailed on this site, with fiestas and romance, color and song. Vacqueros herded thousands of cattle in the pastures dotted with oak trees. Adobe houses spread around huge patios, sheltering the patriarchal families. Olives and figs of Spain, and the old Mission grapes, may yet be found, a product of the plantings brought from far across the sea.

With the discovery of gold came a new, rushing, bustling life, at first scarcely touching this side of the bay, as the gold hunters hurried to the mountain streams. But not long could its charm of climate and productivity remain unnoted, and by 1855 a town was established, and the first schoolhouse built.

By leaps and bounds it grew, until to-day, where the soldier of Spain saw a level plain covered with live oak trees, rich grasses and golden blossoms, a city of over 300,000 souls is spread, from the commanding heights to the water's edge.

With its miles of deep harbor, its factories and railroads, it has become "the industrial capital of the west", and the first schoolhouse has expanded to six high schools, sixteen junior high schools, and forty-six elementary schools, with Mills College for Women, St. Mary's Academy, and many celebrated private schools, and the University of California, the largest in the world in enrollment, right at its doors, in the neighboring city of Berkeley.

California is often proclaimed a world in itself, providing every variety of product, enjoyment, and opportunity; and favored indeed is Oakland, and its sister cities in the East Bay region, with all the famed mountain resorts within easy reach, a world of riches, agricultural and orchard, at its back, and a world of opportunity begging at its port, from beyond the Golden Gate.

We welcome you, our guests, and invite you to share our riches. The gold is still here, in the mines, the fields, the orchards, the flowing oil, the towering trees, the fisheries, the factories, as well as in the sky, the brown hills of summer, the golden poppies and the open hearts of the kindly people.

"Oakland! with its placid lake
Set like a sapphire in its emerald lawns.

Oakland! surrounded by its guardian hills
Of summer brown, and forests ever green.

Oakland! with castellated sky-line
Limned in strong, chaste beauty
Against the sunset sky.

Oakland! forever gazing through the golden gateway
Toward the mystery, the glamour, the romance of the West!
Oakland! city of our dreams!
Of human kindliness and aspiration!
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STATE PRESIDENT'S GREETING

The California League of Business and Professional Women welcomes the National Convention of Business and Professional Women to California.

We acknowledge with appreciation the many letters of congratulations and the promises of sisterly co-operation from business women in other states.

May the Oakland Convention of 1927 linger long in your memories. May you learn to love our fruits and flowers, our ocean breezes cool. Though fog may encircle you, somewhere the sun is shining brightly.

"West, West in California!" Always at your service.

Lillian Shields, M. D.,
President.

BEHOLD A WOMAN

We are indebted to Dr. W. J. Thomson of the First Foreign Church of Hilo, Hawaii, for the following comments and information concerning women and their place in the world.

"Good old Matthew Arnold," he says, "gives a suggestive comment: 'Woman was taken out of man; not out of his head to top him; nor out of his feet to be trampled under foot; but out of his side to be equal to him!' "

In former times only about three callings were deemed "proper" for women. Today there are literally hundreds of business and professional "callings" where women not only serve but occupy positions of leadership.

Like men some of them have made mistakes. Like men they rightly ask to be considered in the light of actual achievements.

The highest horticultural honor in the U. S. (George Robert White Medal of honor) has been won by a woman, Alma King. The world's leading authority on crustacea is a woman, Mary Rathburn.

The worlds greatest specialist on fungus growths is a woman, Mrs. F. W. Peterson.

During the past ten years 5000 patents have been granted women covering the entire field of the world's industries and professions.

The first patent ever issued by the British government was "to Thomas Masters, planter of Pennsylvania, for a new invention for cleaning Indian corn—found out by Sybille his wife."

The invention of the cotton gin, popularly attributed to Eli Whitney was due to Catherine Greene who gave Whitney the basic idea for separating cotton from its seed. The patent was taken out in Whitney's name because of the prejudice it would have aroused if taken out in a woman's name!

The original Declaration of Independence was printed by a woman, Mary K. Goddard.

When the Hall of Fame was established at New York University in 1900 there was no provision made for the election of women. In 1904 it was voted to have a separate hall for women. Recently it was unanimously voted that in future elections all discriminations as to sex be abolished.

A woman wrote the novel that gave a race to freedom, Harriet Beecher Stowe

A woman wrote the one song that will live out of that conflict, Julia Ward Howe.

A Japanese woman said "The faith of my country holds out little hope for women. 'Better meet a snake than a woman.' 'Women and fools cannot be taught wisdom,' these and similar teachings filled me with despair. But in the gospel of Jesus Christ I found a religion that not only includes women but invites her co-operation! Women of America be true to him who has special blessings for the womanhood of the world.

—o—

The world carries us more than a million miles every day with no transportation to pay and yet some grumble because they never go any where.

Oakland Rotary Club

Greetings

To the Ninth Annual Convention of National Federation of Business and Professional Women's Clubs, Inc.

From Oakland Rotary Club

Greetings from Oakland Chamber of Commerce

"At Your Service"

Oakland Chamber of Commerce Welcomes the National Convention of Business and Professional Women's Clubs, Inc.

BUSINESS WOMENS HERALD

Official Publication of the
BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

Laura E. Pinkston.....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. — OAKLAND 1470

Issued every Monday in the interests of the Business and Professional Women's Club
Subscription Price $1.00 per year

Entered as second class matter, Jan. 17th, 1927, at the post office at Oakland, California, under the Act of March 3, 1879.

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Josephine Swan White.....President
Hermine Kruger .....Vice-President
Lucy Shinn .....Rec. Secretary
Carrie P. Kennedy.....Cor. Secretary
Cloe Rogers .....Treasurer
Faye Otis .....Auditor

Josephine McClenegan
Executive Secretary
1608 Webster St., Oakland 1470

DIRECTORS

Mary Belle Guber
Ida W. Havlin
Maud E. Petersen
Ella Saylor
Dr. Luella Swauger
Elisabeth Sherman

CHAIRMEN

Rudolphine Radil .....Music
Mary Campbell .....Program
Ella Saylor .....Reception
Mary Barmby .....Activities
Bessie Wood Gustason Civic
Dr. Ella McGilvery.....Hospitality
Martha Holmes .....House
Isabel M. Dingwall.....Membership
Anna Ihrig .....Decoration
Ann Ryan .....Emblem
Maude Asher .....Publicity
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Elizabeth Clow.....Past Officers
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JUNIOR SECTION

Alice Bouchet .....President
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CONVENTION HEADQUARTERS

CLUB HOUSE — 1604 WEBSTER STREET
Mary Belle Guber.....General Chairman
Bess Schneberg .....Secretary

PHONE LAKESIDE 2579

AT THE GOLDEN GATE

"Westward the course of Empire has ever taken its way." Shall we not say "it has arrived," for when ships sail out through the Golden Gate it is to the "far East"—not west.

Business and Professional women, in coming to California you have but followed the trend of the ages and the ultimate West bids you a glorious welcome.

The West is still young; like youth it is daring, not hampered by custom or traditions. Opportunity awaits all.

When you return to your homes you will find your lives richer for all you have seen and done. We shall find our lives richer because of contact with yours and the business and professions over the nation will reap the benefit.

WHY OAKLAND?

Because it is the terminus of three continental railroads and two highways.

Because it has twenty-seven miles of water front opening out to the commerce of the whole Pacific.

Because it has a large area of flat country for business and industry backed by wonderful hills, overlooking all, for homes.

Because it is never too hot not too cold but strikes the happy mean that keeps one on the qui vive the year round. Mean annual temperature 57.1; January 48.7; July 62.2.

Because it is a growing thinking community consciously planning for the future, with fine schools, fine churches, fine colleges, a great airport and a mountain water supply.

Because it is destined to be a great city and property, rapidly increasing in value, is still within the reach of the moderate purse.

—o—

PROJECTORS USED IN CLOUD ADVERTISING

Advertising on the clouds is a new industry in its development stage. Manufacturers are producing projectors in various styles, some of them shaped like siege guns, which will vividly paint pictures and words against the black of the night sky or against clouds. Some of these projectors are of 400,000,000-candlepower so that the images they cast upon the heavens are delineated with power. One man can operate one of these projectors.

CALIFORNIANS WIN PRIZES

"The Fishes Harbor at Ostend," a gem-like etching, is the work of the noted Carmel artist, Armin Hansen. It has won the first prize, gold medal, "as the best print in any medium, exhibited by any artist," at the recent Arts Exhibition in Philadelphia. Returned from the East, this exquisite picture is displayed as a rare treasure at Gump's Art Gallery in San Francisco.

—

The award of $1,000 and a gold medal to Miss Ethel Richardson of Los Angeles for being "responsible during the calendar year 1926 for the creation, introduction or development of a distinctive contribution to the social, civic or industrial welfare," announced by the Harmon foundation in New York, through Survey Graphic, a periodical.

Miss Richardson received the award in recognition of her work as assistant superintendent of state public instruction in California. A statement in connection with the award said: "California is carrying forward the largest scale project in adult education on this side of the Atlantic, a challenge and a model for the other states in the union."

—o—

GOOD FOR PELE

The old goddess of Kilauea must side with the B. & P. W. C. for she started blowing smoke and lava from her old volcano by way of celebration as soon as the Honolulu delegates to the National, Edith Perkins and Josephine Sullivan got under way.

MUSIC SECTION

The Music Section of the Club, the Philomels, came into being when construction started on our Club building, for the main purpose of buying a grand piano for the new Club home of such quality that any artist would be glad to be accompanied by it.

To such good purpose did they work that a Steinway grand was on the stage at the club house-warming party and $500.00 paid down. The last payment on the piano was made inside of a year.

Any member of the club is eligible to join the Philomels whether she can sing or not, for if she cannot sing there is much business to be done while the others sing. Here too, as in any useful group warm friendships are formed.

The Philomels, our "nightingales" will sing for the Convention visitors at the Oakland day breakfast.

—o—

Pat Dugan had a habit of going on periodic sprees. Every time he did his family had to be fed by charity. On one occasion the charity worker said,—"But Mr. Dugan why do you do it? You know perfectly when you take the first drink what the result will be."

"Well Miss Daly", replied Pat, "If it wasn't fer the loikes o' me there wud be no jobs fer the loikes o' you."

HOTEL OAKLAND

OFFICIAL HEADQUARTERS

B. P. W. C. NATIONAL CONVENTION

JULY 17-23 INCLUSIVE

WHEN EAST MEETS WEST

Every good Mohammedan, at least once in his lifetime, makes pilgrimage to Mecca. The stimulus and benefit derived from that eagerly anticipated source more than compensate for any sacrifice made to provide the means for the journey.

Every good member of the B. P. W. C. should attend—at least—one State and National Convention during her term of membership. The advantages of attending these functions and making intelligent use of them as stepping stones to self-betterment are too obvious to mention.

Oakland calls. When East meets West with a welcome and a smile, to take council together on a thing beloved of both, to further mutual interests and develop cherished dreams, there is a force released that means the very breath of life to civilization. We call this force Progress, Construction, Advancement.

Into the crucible of convention must be poured the best of our experience, our thought and our ideals that the monument we mold from the contents of the crucible be a worthy effort.

"The Key" Offical Publication of Pennsylvania Fed. B. &. P. W. C.

To Our Comrades in the Business World!

Soroptimists

By the Golden Gate

offer Good Cheer and a Great Welcome

At Home July 18 and July 25

Mondays 12:15

Blue Room, Hotel Oakland

Greetings

We Welcome the Business and Professional Women of the National Federation

As you help with the world building may your highest ideals be realized.

Women's City Club of Oakland and East Bay

Representing 2000 Women

The
Monday Universal Club
(PHILANTHROPIC)

Extends Greetings
to the members of the
Ninth National Convention of
Business and Professional Women's
Clubs, Inc.

Cordial Greetings
from the
Women's Athletic
Club
of
Alameda County

ATTENTION VISITORS

The Athens Athletic Club, 12th and Clay Sts, kindly extends the courtesy of their club to any gentlemen who may come to Oakland with delegates to the B. P. W. C. convention.

—o—

The Women's City Club of San Francisco, 465 Post St., kindly wishes to extend the courtesy of their club to any B. & P. W. C. delegates who may be in San Francisco. Your badge or National Membership Card will gain admission.

—o—

It has been said:—There are more boosters and fewer knockers in California than in any state in the Union and that visitors can listen less and hear more than anywhere else.

Emilie J. Edmonds
Face and Scalp Specialist
Reserves Hours 5 to 7 for Business Women
1608 Webster Street
Lakeside 1536
Room 204

JUNIOR SECTION

The club is proud of its Juniors. The section was organized in 1923 with eight members. It now numbers sixty with the original eight still in good standing.

In June they presented "The Charm School" at the Auditorium Theater and cleared $200. Who shall say they are not business women?

The members are learning valuable lessons in fellowship, co-operation and feel they are better business women for it

—o—

"Domestic Science" should include the science of keeping still at least nine of the ten times you wish to say something.

International Round Table
"Loyal Knight of Ye Round Table"
Oakland Round Table
welcomes the
Ninth Annual Convention of the
National Federation of the
Business and Professional Women's
Clubs, Inc.

Motto:
"He who seeks to serve another, best serves himself."

Compliments
of
Exchange Club
of Oakland

FLORENCE KING EDUCATIONAL FUND of the OAKLAND B. P. W. C.

To honor the memory of a most beloved Club Member who passed from our midst two years ago, we established the FLORENCE KING EDUCATIONAL FUND. Through subscriptions and an entertainment we raised $500.00 and each year we add to this amount.

The purpose of this fund is to help finance girls through Business College or in other lines of special training that will assist them to a higher place in the business world.

Up to the present time five girls have been able to complete their courses through this fund. In each case splendid reports have come to us about our girls as to their industry and progress while in school and later in their office work, so this department is a real joy to our Club.

—o—

PAST-OFFICERS' SECTION

To retain for the Club the active interest of members who have served the Club in an elective office and to preserve for the former officer that sense of duty and enjoyment which was so necessary while in office, this section was formed.

All good officers feel a sense of "out-of-it" when they see the Club move along without them, after their term has closed.

In this section their energies and experience are put to use in new ways. For instance this section has established for the Club an annual prize at Mills College in the sum of $50 to be awarded to the young woman writing the best 1000 word essay on "The Professional Business Woman — Her work and Ideals."

The Past Officers known as the "P. O's" also have in charge the philanthropic work at Christmas time and are establishing a Library for the Club. They conduct a Monthly Book Review and talk on current events.

Out of this section has grown delightful friendships and the greatest good feeling prevails.

—o—

At the regular dinner on Thursday, the Club had the pleasure of entertaining Emma Dot Partridge, National Executive Secretary, Edith Perkins, President of the Honolulu Club and Josephine Sullivan, also of the Honolulu Club as guest speakers. Also many other delegates who had arrived early.

Mrs. Florence Lancaster Herzog, of Martinez, charmed us all with her beautiful singing.

Miss Partridge said that her welcome to Oakland had made her like the "Queen of the May." May all our guests be as happy.

COPPER SHOP

Welcome Delegates
A Shop of Original Gifts
Greeting Cards
Circulating Library
Novelties
Mrs. B. G. Whitaker
Opposite Hotel Leamington
Franklin at 19th St.; Oakland

CONVENTION VISITORS

The H. C. Capwell Company at Clay and 14th Sts. has prepared a special rest and writing room for your use.

—o—

We thank the Don Lee Company for the seven passenger Cadillac they have donated for the use of the National Officers throughout the week of the Convention.

—o—

AMONG OURSELVES

Mrs. White has re-appointed the original house furnishing committee so that their original plans may be carried out harmoniously.

All proposed purchases for furnishings of any kind must be submitted to the committee for approval.

Committee consists of Bessie Whitaker, Chairman, Jean Baird, Mary Barmby, Susanne Chalmers, Maud Peterson.

—o—

The Club extends deepest sympathy to our loved member, Mrs. A. M. Jessen, whose brother, E. B. Throckmorton passed away suddenly on the 10th.

Also to Elsie Richards whose mother passed away on the ninth.

—o—

Cornelia S. Adair of Richmond, Va., was elected president of National Education Association at Seattle last week. Miss Adair is on the Convention Program.

The Lions Club of Oakland

The Largest Lions Club in the State of California cordially welcomes you to the City of Oakland

"The Industrial Capital of the West"

We Welcome You Business Women To OAKLAND, CALIFORNIA (THE CITY BEAUTIFUL)

May We Say That—

Our manager will be only too glad to give you any information relative to business conditions in Greater Oakland and we would be pleased to serve you at any time.

Up-Town Association

Phone Lake. 4993 920 Ray Building

THE CALIFORNIA POPPY

The golden poppy is Gods gold,
The gold that lifts, nor weighs us down,
The gold that knows no miser's hold,
The gold that banks not in the town,
But singing, laughing, freely spills
Its hoard far up the happy hills;
Far up, far down, at every turn—
What beggar has not gold to burn!

Joaquin Miller

—o—

APPRECIATION

The Oakland Club of B. P. W. C. desires to express its deep appreciation of the fine co-operation of our sister clubs in Berkeley, San Jose, Alameda, Richmond, and San Francisco (League of B. P. W. C.), and that of our own Junior section, and the Junior Club of Berkeley, in the endeavor to make this convention an enjoyable and successful event in the life of the National organization. As willing workers, side by side, the spirit of fellowship and service has been superbly manifested, and the bonds of love and understanding imperishably welded.

Not only to our sister Business & Professional Women's Clubs do we wish to express our appreciation but to the many other clubs of Oakland both of men and women, whose greetings to our National Convention will be found throughout this issue of the Herald.

Also, to our Mayor and City Commissioners and the Alameda County Board of Supervisors, for their cordial and hearty co-operation and to the Chamber of Commerce for our beautiful programs.

To H. C. Capwell Company; to B. F. Schlessinger & Sons; Manheim and Mazor; Whitthorne and Swan; Oakland Typewriter Co.; the Bekin Storage Company; the Otis File and Office Furniture Co.; also Jackson Furniture Co.; Art Rattan Works; John Breuner Co.; Bercovich Furniture Co.

To John F. Connors, postmaster for special delivery and take up of mail at the Auditorium for Convention delegates and Tony Rossi on E. 14th St., florist for flowers for rest and committee rooms.

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Four | Oakland, California, July 25, 1927 | Number Thirty-one

THE BUSINESS AND PROFESSIONAL WOMEN

will enjoy

Remar Cake

WHICH, WE ASSURE THEM, IS THE FINEST CAKE THEY EVER BOUGHT

Try One Today

Golden Sheaf Remar Co.

Ingratitude calls forth reproaches as gratitude brings renewed kindness.—De Sevigne.

CALIFORNIAN STATE LIBRARY

NO DINNER MEEETING THIS WEEK

Business Meeting

THURSDAY — AUGUST 4th, 12:15

Our visitors have come and gone and that their stay was profitable and happy we are well assured. Honor is due our General Chairman, Mary Belle Guber, for her unswerving enthusiasm and efficiency throughout the months of preparation. Honor is due her vice-chairman Ella Saylor who as president last year appointed her general chairman and to our succeeding president Josephine White who has so ably supported her.

Honor is due every committee chairman and members. It was their splendid team work that put it over. They have had to make quick decisions; they have given of themselves unsparingly. It is only by giving that we gain. Surely we have grown in self confidence, in tolerance, in understanding and love for one another.

Miss Saylor's

Unusual Chocolates

Made in California

SOLD EVERYWHERE

HAVE WE ADVERTISED OAKLAND?

Many delegates were heard to express their determination to make this region their home, and a few even hunted up real estate agents during the busy convention, concerning buying property. They liked our summer climate. They liked the opportunities they heard of, and could see for themselves.

One of the largest real estate offices in the city sent a representative to get copies of the Convention Herald, because of the "Why Oakland" article in it, which they considered excellent advertising for the city.

Individual Modes for the Business Woman

COSGRAVE'S

533 14th St., near Clay

BUSINESS WOMENS HERALD

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FREE CITY MAP

PROPHETS

Happy the land that knoweth its prophets
before they die!
Happy the land that doth not revile and persecute
them during their lives!
Was there ever such a land?
We are still engaged in the ancient pastime—
Building the monuments of the prophets of old,
And casting stones at the seers whom we
meet in the streets.
In the world's market one dead prophet is worth
a dozen of the living.
Happy the land that knoweth its prophets
before they die!

Ernest Crosby.

CONVENTION BANQUET

The banquet on Thursday evening filled the Arena. The speakers were Conrad Nagle and Lois Wilson, Motion picture stars. "It used to be that trade followed the flag said Mr. Nagle but now the Merchants find it follows the Movies. He also told of the aims of the producers to educate the people to high class productions.

Marjorie Shuler of Boston gave an inspiration speeech. She believes in the business & professional woman and that in the National Federation the women are learning that cooperation not competition is the life of business.

The Musical numbers were rendered by Rudolphine Radil, Arthur Gelette and Gwenfee Jones all artists of note.

The massing of the colors of the states and the burning of the cancelled notes leaving the organization free of debt was a beautiful and impressive ceremony.

Lena Medesin Phillips, National president presided most cleverly and kept every guest in the happiest of spirits.

Judging by the work and the type of play of these women gathered in the National Convention it is safe to say they will attain their aim of "Better Business Women for a Better Business World."

—o—

The air problem is much like the one down below. The hardest thing to do up there is to keep still.

THE AUDITORIUM

No one could appreciate our splendid Auditorium, its real worth and beauty nor how adequate it is for a great convention, until working in it as we have worked the past week.

Our thanks are due to the City Council, and to every member of the staff at the Auditorium, from the head manager to the last assistant janitor, for their hearty cooperation at every turn. Every emergency was promptly and smilingly met.

The Arena had been newly decorated, and furnished a most effective background for the special decorations, and with the touches of rose from the lights, and the feathery green of the shrubs, it was a place of cheer and joy, both night and day.

—o—

YOU KNOW ME AL

An enterprising American taught some Arabians to play baseball. One day when it came to a contest an Arab pitcher paused to pray Allah to bless his right arm, his left arm and both arms.

When the Yankee pitcher's time came he said, "You know me Al" and let the ball fly.

—o—

In the southern hemisphere the shadow on a sun dial travels counter clockwise. As the hands of the earliest clocks moved in the direction of a sun dial shadow, our modern clocks would have hands moving from right to left if they had been first made in the southern hemisphere.

CONVENTION ECHOES

With band playing and colors flying the club members welcomed the President's Special on Sunday morning.

—

Berkeley Club entertained royally. 1:30 P. M. 250 private au- At 1:30 P. M. 250 private automobiles, 8 Key Route busses, and a flock of taxicabs lined up at Hotel Oakland, supplied by the Berkeley Club, and took the visitors over the lovely hills, arriving promptly at the Greek Theatre for the concert. Many were the exclamations over the scene, the coloring, the eucalyptus trees, the whole picture.

Then to Stephens Union, where the entire crowd enjoyed a program of delightful music and were served delicious refreshments. Hostesses in Spanish costume welcomed them, and made them at home in the beautiful building in Faculty Glade.

A splendid note was struck for the beginning of the convention, by the ever faithful and most efficient Berkeley Club.

—

Alameda day was a glorious surprise to us all even to the hostesses themselves perhaps. They served 1396 guests at the New Community Hotel and had more than enough automobiles to take every guest for a ride afterward.

Congratulations are due the Alameda Club and the management of the Community Hotel.

—

Oakland Day Breakfast was full of good things. Bessie Wood Gustason presided in her usually happy manner. Josephine Swan White, our president, gave a beautiful address of welcome and carried out the color of the day in her golden yellow dress.

Every guest was made happy by the gift of a souvenir vase of redwood burl.

—

Our Juniors—well we hardly knew whether it was our own Juniors or a troupe of professionals who put on the beautiful dance.

Peg Kinston was their instructor. For a well trained entertainment just call on the Juniors.

In their golden robes the Philomels made a lovely picture against the predominating blue of the scenery. They never sang better and were a credit to their director Zannette Potter.

At the request of Miss Phillips they sang again at the banquet.

—

The boat ride on Wednesday, provided by the Oakland Club, occupied about three hours. The large Western Pacific ferry was filled to capacity. Delicious box lunches were served, and while the sky and water did not give us their lovely Mediterranean blue so often seen, the fog lifted so that the Golden Gate was seen to be a reality and not a myth. Our members were kept busy explaining the islands, the various shores, the water-front and hills of San Francisco, and our own vast harbor.

—

Rhoda Belle George, of Oklahoma, presided with charm and ability at the Emblem breakfast.

The banquet hall at Hotel Leamington would not hold all who applied for tickets. A religious tone was given by the organ prelude while the guests wer econgregating, our own member, Bessie Beatty Roland, the player. The Emblem Collect and the Benediction cannot be exceeded in loyal sentimnt, and the address of Virginia Montgomery, of Pennsylvania, on the symbology of the emblem, will never be forgotten. It may be interesting to know that she is Superintendent of the emergency hospital in a large manufactory, and has the varied talents of short story writing, journalism, and photoplay writing, and has been Program Chairman for the National Federation.

—o—

One fact stands out preeminently from the convention, and that is, the splendid type of women it brought. Deeply in earnest, hard working, from 7:30 in the morning to very late at night, coscientious to do their full duty as club representatives, yet relaxing at times for the jolly songs and yells and gay bantering, and always good-natured. The meetings began on time, and were put through on schedule. Time was called on all who exceeded the limit, no favorites being played. An inspiring exhibition of the efficiency of the organization.

—o—

Time and space do not permit us in this issue to give the business of the convention. But we can announce that all officers were re-elected for another year, save the Second Vice-President, Dr. Nancy Meek Hain, who declared it impossible for her to continue in office another year.

This is an indication of the growing sentiment to elect officers for a two-year term, and have conventions biennially instead of annually.

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Oakland 1200

RHODES SCHOLARS

Six hundred and eight men have so far completed their three years' work at Oxford. Of these 550 are living.

The United States government has frequently turned to Rhodes men when in need of expert service. They were on the war trade board, the inter-allied military commission, the Baltic province commission. They have served as experts on tariff, shipping and the limitation of armaments, and have held various posts in the diplomatic service. Although the average age of the Rhodes scholars in active life is only thirty-five years, one out of Who's Who in America.

They were a carefully selected lot. Their performances have justified their sponsors and they are almost without exception now bringing back to their own country the fruits of the specially rich education which comes from studying away from home. It makes no difference what country is home, somewhere else offers a new angle of vision.

—o—

PLANETARIUMS

A planetarium is a large room or building with a dome shaped ceiling, with seating space on the outer part of the floor around the walls and an instrument in the center for projecting the movements of the stars and planets over the inside surface of the dome.

The stars, the sun, the moon, the planets move like real bodies through this sky. The milky way is there. Flashing meteors are there. It is astonishing, fascinating—the best possible way to educate the people.

These places are crowded at every projection with other crowds waiting on the outside to get in. The planetarium originated in Germany and there are six of them there. Why not have one in Oakland?

—o—

So many people think they have convictions when they merely have a desire to argue.

—o—

There's one consolation. Afer nature has done her worst with floods, it will be safe to have the car washed and polished.

JOKES

As a young husband was pacing the halls of a hospital a nurse approached and said "You have a little daughter Mr. Dodd."

"Thank God it's a girl" he exclaimed, "she will never have to experience the agony I have been through these past two hours."

—o—

Professor to class: "The brain of the average man is larger than the brain of the average woman. What does that prove?"

Co-ed: It proves, sir, that the world is governed by quality not quantity."

—o—

Husband and wife were debating over the old question whether Shakespeare wrote Shakespeare. Finally wife said, "Well, when I go to heaven I'll ask him." Husband: "Perhaps he won't be there." Wife: "Then you ask him."

—o—

It's a good thing that the south is always democratic. Imagine a president going south for the summer.

—o—

Customer: Where are your sour cards?

Clerk: Beg pardon, just what kind of a card did you want

Customer: You know when people have sickness and death in the family.

—o—

The hard part isn't being poor, but trying to make ends meet while living as the rich do.

—o—

The fierce Jivaro head hunters of the Amazon River have made a systematic business of collecting and drying human heads since white men have become interested in them as curios.

—o—

In 1200, the University of Bologna had ten thousand students.

—o—

The first steamboat on the Great Lakes was the Ontario, in 1816.

—o—

Parrots made a favorite dish of epicureans in ancient Rome.

—o—

A Ford passed by the other day and on the back it said, "Mrs. Frequently".

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Four | Oakland, California, August 1, 1927 | Number Thirty-two

Be loving and you will never want for love; be humble, and you will never want for guiding.—Mullock.

The Gray Shop

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Fall Coats

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Warm, rich tones and black distinguish this season's new fabrics which *are* handsomely furred *with* Havana *and* Sable Dyed Fitch, Black *and* Platinum Fox, Beaver and Lynx.

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Thursday, August 4, 1927, 12:15 sharp

Business Meeting

Let every Member be present

Phone Oakland 1470 for reservations

ACTIVITIES COMMITTEE

Our President, Mrs. White, announces with much pleasure the appointment of an Activities Committee, now that the Convention is over, with Mary Barmby, as Chairman, in place of Olive Bledsoe, who resigned, and the following assisting:

Jean Baird, Suzanne Chalmers, Elizabeth Clow, Bessie G. Whittaker, Carrie P. Kennedy, Ethel B. Hall, Mrs. W. S. Withers, and Hermine Kruger.

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Flowers are found in profusion here, and are deftly executed into novel and charming arrangements.

BRIDGE LUNCHEON

It is the plan of the Activities Committee to give a series of Bridge Luncheons in the Garden Room on the fourth Saturday of each month througout the fall season. The first one will be held on Saturday, August 27th. Save the day.

—o—

We will be glad to think about dancing again, and a merry, carefree evening, so remtmber the next Holding Company dance on August 12th.

BUSINESS WOMENS HERALD

Official Publication of the
BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

Laura E. Pinkston.....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. — OAKLAND 1470

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Subscription Price $1.00 per year

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Lucy Shinn.....Rec. Secretary
Carrie P. Kennedy.....Cor. Secretary
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Faye Otis.....Auditor

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1608 Webster St., Oakland 1470

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Maud E. Petersen
Ella Saylor
Dr. Luella Swauger
Elisabeth Sherman

CHAIRMEN

Rudolphine Radil.....Music
Mary Campbell.....Program
Ella Saylor.....Reception
Mary Barmby.....Activities
Bessie Wood Gustason.....Civic
Dr. Ella McGilvery.....Hospitality
Martha Holmes.....House
Isabel M. Dingwall.....Membership
Anna Ihrig.....Decoration
Ann Ryan.....Emblem
Maude Asher.....Publicity
Harriet Haas.....Revision
Eloise Cushing.....Parliamentarian
Carrie Hall & Zannette Potter.....Service Club Council

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Elizabeth Clow.....Past Officers
Mary Barmby.....Book Review
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JUNIOR SECTION

Alice Bouchet.....President
Sue Bradley.....Senior Advisor

CONVENTION HEADQUARTERS

CLUB HOUSE — 1604 WEBSTER STREET
Mary Belle Guber.....General Chairman
Bess Schneberg.....Secretary

PHONE LAKESIDE 2579

A CONVENTION'S VALUE

The following editorial which appeared in the Tribune is worthy of re-reading:

"The value of a convention, such as that of the Business and Professional Women's Clubs which met here last week, is not confined to the benefits received by the delegates.

Oakland and the whole Eastbay owe the local Business and Professional Women's Club a debt of gratitude for bringing the large assembly here. It was one which aided definitely in the development of this section by summoning here hundrds of women all of whom depart with a thorough knowledge of California and its opportunities.

The Tribune is in receipt of many communications from delegates who would express their appreciation of the entertainment offered, and enthusiasm for the Eastbay. This, they say, was the finest of their conventions and this is a place to which many plan to return.

Those local women who had charge of the arrangements saw to it that the visitors were shown the full picture of Eastbay activities. A reception was held in Berkeley and a luncheon in Alameda. Automobiles were at the disposal of the delegates in all their leisure hours and in a formal way the airport, harbor, residence sections and scenic drives were visited and inspected.

A result is that already a number of the women have completed arrangements to move to this city and more have announced the intention. They return to every state in the Union with a story of California hospitality and Eastbay development and opportunity. Those who made a success of that convention and carried out the many details with so much of efficiency served the general public in solid ways."

We, as individuals, who worked for the success of the convention, will soon be forgotten. But the achievement will live on, in that it has contributed to the betterment of the community, and that it will make it easier for other women's organizations to carry on such work to greater lengths.

A VOTE OF THANKS TO CLUB MEMBERS

Our Convention journey is over. For nearly a year we have been traveling the hard, monotonous yet most interesting road to the opening day of the Ninth Annual Convention in Oakland. Everyone who joined us on that trip and who helped to bring the train to its final and successful journey is today enjoying the memory of our guests and their praise of Oakland as a Hostess City.

I wish to take this privilege of extending my personal and most sincere thanks to all my Chairmen, Vice Chairmen and to all of those who in any way had a part (no matter how small) in helping to "put over" the Convention.

It is a great source of pleasure and will always be a happy memory to think back upon the time when so many faithful workers rallied to "the call of duty" and putting aside many important things, gave of their time to give to our guests of the National Convention what they say is one of the most delightful experiences of their life.

MARY BELLE GUBER.

—o—

JUNIOR JOTTINGS

Junior meeting on Tuesday, August 2, at 8:00, a social following the business. Let's keep up the fine attendance had at our last meeting.

Another successful dance was held on Friday night, everyone went away happy.

Our president, Alice Bouchet, is vacationing in Seattle for the next two weeks.

At the last meeting of the Section the reports of the delegate, Harriet Bakewell, and tht alternate, Ethel Mullarky, of the convention were given.

Harriet Bakewell,
Pub. Chairman.

AMONG OURSELVES

Every one was delighted with the Philomels' graceful costumes which gave an added touch of beauty to the Convention. Few know, however, that Madam Kurtz fitted every one of those garments and did all the hemstitching evenings, after days of heavy work in her Modiste shop and school of dressmaking. It was service like this among all our members that put the Convention over.

—

Mrs. Mary Belle Guber, General Chairman of the National Convention is taking a week's vacation at Carmel. She announced before leaving that she will give her final report on the Convention at the business meeting the first Thursday in September.

She requests that all Convention Committee Chairmen send in a complete report of their activities and any recommendations they consider would be helpful to chairmen of such committeees at other Conventions.

These reports must be in by September 1st.

—

One of the busiest and very important persons during Convention week kept so quietly on her job that we almost forgot she was there and that was Josephine McClenegan, our club executive.

Under her guiding hand the club house was always bright and cheery with hospitality for all.

The first day of the Convention, breakfast was served to seventy guests, an Exeecutive Board luncheon was served for 63 and in the evening seven State dinners. Each succeeding day was about as full including a States Presidents' banquet and 193 guests at seven State breakfasts on Friday morning. All this without interrupting the regular noon day cafeteria service.

One little lady from Dixie land, who found her way to the club for breakfast and was served with fried chicken said: "This chicken is delicious, it is perfectly cooked, I never had a better breakfast." Now that is quite a compliment from away down South famed for its fried chicken.

Fess up—how many of you knew where Bogalusa was before the Convention? Now we know its the place down in Louisiana where they give away canes.

—

The Saylors, Ella and Mabel have gone on a vacation. The Herald does not know where, but it is safe to say its where there is plenty of air so they can catch their breath.

—

Iva Haviland met with a painful accident at the Costume party, when she fell and injured her shoulder quite seriously.

—

One of our former members, Margartt Pollard, passed away last week after a lingering illnessof over a year with heart trouble. Our sympathy is extended to her family.

—o—

CO-OPERATION

One of the best things of the whole Convention was the wonderful spirit of co-operation that developed in the hostess clubs.

Norma Goetell and her Richmond club members certainly stand for service. They erected a bona fide "Filling Station" at the Costume Ball and served all the guests with punch throughout the evening. They gave us a big surprise as well as mighty good punch.

Alameda Day and Berkeley Day have already been mentioned in the Herald. San Jose Day will always be remembered by the 500 guests who availed themselves of the hospitality extended..

A delicious luncheon was served on the spacious lawns at the State Teacher's College, with music accompaniment, followed by a drive through the orchards of Santa Clara Valley and then an organ recital at the Memorial Chapel at Stanford University, arranged for by the Palo Alto Club, which in its beauty and solemnity seemed almost a benediction at the close of the Convention.

All the National officers could not go on the trip because of an executive session The San Jose girls decided on an impromptu banquet for them at six o'clock at the Hotel Vendome. It was a delightful informal evening, graciously presided over by Florence Stahl president of the San Jose club, that brought rest and relaxation to the guests. The floral decorations were beautiful.

How did you do it, San Jose, after your big party earlier in the day?

—

On Saturday evening the San Francisco League of Business and Professional Women was hostess to about 200 Convention guests at a delightful dinner at the Women's City Club.

Later the whole party went for a tour of Chinatown.

The San Francisco League struck the very last note of the Convention when they took a large party of guests to Tamalpias and Muir Woods on Sunday.

Could there have been a more impressive close than the view from the mountain top and an hour beneath the great redwoods?

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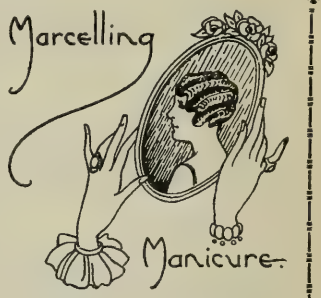

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CONVENTION ECHOES

"Business is just a bread and butter proposition and women have had to be interested in that ever since Eve ate the Apple," said Lois Wilson, famous Movie Star at the Convention banquet. "And they are pretty good at business already,' she continued, "and are getting better. If you do not believe it just ask any movie producer who has to make contracts with them."

Color originality and gaiety ran riot at the Costume Ball and Grand Review that marked the closing evening of the National B. & P. W. C. Convention and was unique in the Convention history of the organization.

Florence Stahl, Chairman and her assistants Lucy Shinn and Lottie Tomkin, had laid their plans well. Would that Florence might have made many of the speeches given in the Arena during the Convention Every word she said could be heard with ease.

Alice Zwillinger's prologue of Golden California was a surprise and joy to our visitors and to our own members as well. Every number was beautiful and appropriate and the little golden poppies were adorable.

When the States passed in review the Judges, Mrs. Charles Stuart Ayres, past president Adelphian Club; Mrs. M. G. Ferguson, past president Ebell Club; Eva Powell, vice president Forum Club and Mrs. F. G. Athearn, president Women's League of Voters of Berkeley had a difficult task and yet every one was satisfied with their awards.

Louisiana, represented by "Evangeline" drew the individual State prize. Evangeline herself immortalized by Longfellow could not have been more winning.

The Idaho delegates captured the prize for the best representation of a State industry portraying the "Potato State."

The "Sunflower State" won the prize for beauty as no other state could quite equal the beauty of that field of sun flowers from Kansas.

The hostess clubs in their gay Spanish shawls and their lace mantillas and combs extended the hospitality of early Spanish days in California. Dancing was enjoyed till long after midnight.

All hail to Florence Stahl and her committee, and by the way Florence is now the president of the San Jose Club.

—o—

THEN AND NOW

In London on July 18th, the women of Great Britain held in Trafalgar Square what Viscountess Rhondda, presiding, confidently describtd as "the last and greatest suffragette demonstration that will probably ever occur.' It was to support Stanley Baldwin's proposed bill to reduce the franchise age for women from 30 to 21 years. Forty women's societies were represented. Mrs. Despard, pioneer of the women's franchise movement when meetings meant riots was loudly cheered when she contrasted the contentious past with the peaceful present. "The call of battle has long been mine," she said, "and now in the evening of my life youth has brought me again to this Nelson Column where I was once so familiar a figure."

Mrs. Pethick Lawrence said that "20 years ago only one member of Parliament — Keir Hardie — supported votes for women, but today the Prime Minister and every political party are our friends."

The feature of the proceedings was the singing by the big crowd of old suffragette songs. Resolutions were carried favoring legislation enabling the new women voters to vote at the next election, and urging tha in any House of Lords reform scheme, peeresses in their own right should be placed on an equal footing with men and that the nominated element should include women.

—o—

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Four | Oakland, California, August 8, 1927 | Number Thirty-three

God gave man an upright countenance to survey the heavens, and to look upward to the stars.—Ovid.

THE BUSINESS AND PROFESSIONAL WOMEN *will enjoy*

Remar Cake

WHICH, WE ASSURE THEM, IS THE FINEST CAKE THEY EVER BOUGHT

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Later a look at the stars through the telescope

SPEAKER — EARL G. LINSLEY
Professor of Astronomy
Mills College

Take Leona "K" Car to end of line. By auto, go out High Street to Calaveras. Continue on Calaveras, keeping to the left, to the Observatory.

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CALENDAR

Wednesday, Aug. 10th,—Harland Bartholomew. Elks Club Auditorium.

Friday, Aug. 12th — Holding Company Dance.

Saturday, Aug. 13th — 1:30. Book Review in the Lounge.

Tuesday, Aug. 16th — Theater Party. Fulton Theater.

Saturday, Aug. 27th — Bridge Luncheon. Garden Room.

OUR PURPOSE.

We are all familiar with the old adage "a chain is only as strong as its weakest link." The most important project before the National Federation of Business and Professional Women's Clubs at the present time is the education of the young women coming on and paving their way.

To this end the Federation last year attempted to make a survey under the direction of the Personnel Research Committee and the University of Michigan, after the plan had been unanimously endorsed by the delegates at the Des Moines Convention. No one could question its value. "And yet,' said Miss Phillips in her Annual address this year "the most of these delegates who made it a part of the year's program seemed to feel only a casual responsibility for its success, for with all the admonitions of your president, the stirring appeals and lucid directions of the Chairman of the Committee, we have had only a 28% return of the questionaires." Miss Phillips generously stated that "possibly the attempt was premature and that more time should have been spent in educating our clubs as to its importance."

Yes, possibly, but still its value was so easily seen that it seems incredible that only 28% of the Women allied with the Federation took the trouble to fill out and return the questionaires. But the worst is yet to come—a copy of the questionaire was sent to every member of our own local club, its importance was explained at Club meetings, the National Magazine and the Herald begged that it be filled out and mailed in the envelope provided. Miss Phillips reported just 12 answers received from this club. Don't figure the percentag, girls, just keep it dark. There is a rumor that we will have another chance. If we do, let us catch up with the four or five clubs that answered one hundred per cent.

A STAR PICNIC

A great treat is in store for all those who attend the picnic supper at Chabot Observatory on Thursday evening. First there will be a picnic feast (rumors of fried chicken, etc. are afloat) with hot coffee made on the spot followed by one of Earl Linsley's delightful talks on astronomy, as we look on the stars through the telescope.

This evening is the outgrowth of Mr. Linsley's talk before the club last April that made the members "ask for more".

Take the Leona "K" car at 12th and Broadway to the end of the line. By auto, go out High St. to Calaveras and follow the road, keeping to the left to the observatory.

Supper at 6:15. Don't fail to phone Oakland 1470 for reservations, so there will be enough box lunches.

Also leave word if you can take some one out in your machine.

ATTENTION!

Harland Bartholomew, the Planning Engineer of St. Louis, Missouri, will present the Major and traffic plan to the people of Oakland, Wednesday evening, August 10th, at 8 o'clock at the Elks Club Auditorium, 20th and Broadway.

This is the most important project that has ever come before the people of Oakland and every person interested in the future development and welfare of our city should be present.

—o—

THEATER PARTY

The P. O.s are sponsoring a Theater Party at the Fulton Tuesday evening, Aug. 16, $1.25, starring Marjorie Rambeau. Play not yet announced. Get tickets early for yourself and friends, at the club or from past officers.

CONVENTION ECHOES

"There has been an improvement in the tone of all occupations," said Dr. Henry Neumann, president of the Brooklyn School of Ethical Culture, in his lecture on Making a Living and Making a Life, before a Convention session, adding, "high standards are expected of all the professions and the professional standard is expected of all trades as well. This ethical expectation should be pitched still higher every year.

"Why should one be expected to have a high public standard in his leisure hours but in his work think first and last of nothing but his own bank account. We shall get a still better civilization than today's when it is expected of everybody that his chief chance to advance the higher interests of mankind comes in the work which he does every day."

—

Harriet Taylor, chairman of the International Relations Commission reported through her vice chairman, Mrs. Job. E. Hedges, as she is still in Europe, where she is meeting with a codial welcome fom the outstanding women. She reported, "The women with whom I have talked are so representative that I feel that their judgment is of great value. There seems to be a concensus of opinion that the emphasis for the next few years should be on organization of each profession, so that women will have their proper place with men. One is reminded constantly that women have entered professions so recently that they have much to overcome that American women do not encounter.

"A second comment is that national organizations need so much strengthening that they are not ready for international movements.

"The Womens Electrical Association is already international, which may be a precedent which others will follow.

"A statement made to me by a prominent Chinese scholar applies to this movement: 'The day of American domination is passed. The day of international cooperation has only begun. We must avoid anything that gives the impression of American domination.'

"If we have occasional intervisitation and exchange of information, such as the vocational survey when it is completed, we cannot anticipate the change of attitude that may take place within the next few years.

The Commission is still young. It is time now merely to sow the first seeds in this limitless field. Harvest, though far away, will be bountiful.

—

Judge Florence E. Allen of Cleveland, O., and Miss Edna Browning Ruby of Lafayette, Ind., designer and lecturer, have been chosen as the two outstanding women in professions and business in the competition conducted by the National Federation of Business and Professional Women for the award of two trips to Europe offered by the New York Exhibit of Women's Arts and Industries. Local and state branches of the federation made nominations in the contest, the result of which was announced at the annual banquet during the ninth national convention.

This is to be an annual event. Who will be next?

—o—

AUGUST DANCE

The regular Holding Company dance will take place at the Club, Friday evening, Aug. the 12th.

A good time is assured to all.

HOTEL OAKLAND

where guests are assured every first-class Hotel Service *combined* with comfort.

Unexcelled Cuisine Convenient Location

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AMONG OURSELVES

The schools open next week for the Fall term, and few would think that the controversary between the Canners and the peach growers would have any bearing upon that.

However, many a child will start in without fresh new clothes that makes it a real event. Hundreds of mothers in our city depend upon their work in the canneries to outfit their families in clothes for the winter.

—

Bertha Rennie and her husband left last week for an extended visit in Scotland. Bon Voyage!

—

Bird Wilson is off to the Sierras, wandering over trails that lead to new beauties at every turn. Having eyes she sees,—that we know from her pre-convention publicity throughout the past year. She showed us all the real beauty of our own familiar surroundings, and charmed our visitors.

—

Mrs. White has appointed a Cafeteria Committee consisting Jennie Hammond, chairman, Dr. Lillian Shields, Martha Holmes, Josephine McClenegan and Ella Sayloh. The committee is to confer with Mrs. White of the Drake Catering Company regarding the feasibility of a new plan in cafeteria service.

THE JOY OF THE HILLS

I ride on the hills, I forgive,
I forget
Lifes hoard of regret—
All the terror and pain of a
chafing chain.
Grind on, O cities, grind! I
leave you a blur behind.
I am lifted elate—the skies
expand;
Here the world's heaped gold is
a pile of sand.
Let them weary and work in
their narrow walls;
I ride with the voices of water-
falls.
I swing on as one in a dream—
I swing.
Down the very hollows, I shout,
I sing.
The world is gone like an
empty word;
My body's a bough in the wind,
—my heart a bird.

—Edwin Markham.

—o—

Miss Elisabeth Sherman who has been very ill at her apartment in the Harrison, has so far recovered that she was able to go to the Mountains last week for her convalescence.

—o—

BOOK REVIEW

Hermine Kruger, Mrs. J. E. Reid and Jean Baird will give the book reviews on Saturday, the 13th, 1:30 P. M., insuring an interesting afternoon. Current events will also be discussed.

GLEANINGS

Hand one to the tennis player; he tries to give as good as he receives and takes things as they come.

—o—

One authority says there is no correct English language. Another claims that there is no American language. Such statements leave one almost speechless.

—o—

These days the fact that plans "are all in the air" is not enough to condemn them.

—o—

There is no need for a general alarm when flaming youth becomes fired with enthusiasm.

—o—

The ban on the sale of liquor in Vienna during the recent rioting there, together with the appeal of the Socialists and trade unionists themselves to their members not to touch liquor during the trouble, brings up an interesting question. If it is advisable at certain times thus to ban alcohol, why is it advisable at other times to sell it?

—o—

Among the representatives of other national organizations visiting the convention were:

Miss Laura M. Berrion, of National Assn. of Women Lawyers, Washington, D. C.; Miss Anne Council, of Pilot Club, Sheffield, Ala.; Bernice Downing, League American Pen Women, Santa Clara; Amanda H. Heppner, Natl. Assn. Altrusa Clubs, of Lincoln, Neb.; Olivia Johnson, Confederation of Zonta Clubs, St. Paul, Minn.; Gertrude C. Maynard, Federation Women's Ad Clubs, Los Angeles; Elizabeth M. Jamison, American Nurses Assn., Fabiola Hospital, Oakland; Mrs. Margaret C. Munns, National W. C. T. U., Evanston, Ill. Dr. Ellen Stadtmuller, Assn. Women in Public Health, San Francisco; Norma Stauffer and Lucille Lippert, National Board, Y. W. C. A.

—o—

PENNY WISE

Building contractors the country over are not employing but a small percentage of the apprentices allowed by Labor Union rules.

In big contracts involving large sums of money, every day's delay is at great expense. For this reason employers want workers thoroughly efficient and trained at some other man's expense.

"The policy" says the Wall St. Journal "seems shortsighted and may well have serious consequences in the not far distant future."

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Four | Oakland, California, August 15, 1927 | Number Thirty-four

Cloud and sun together make the year;
Without some storms, no rainbow could appear.
—Carey

Hyman's

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$1.00

— Speaker —

DR. DAISY HEATHERINGTON

Professor of Psychology at New York University
In charge of the Play School and
lecturing at the Summer Session at
University of California

— Subject —

THE MODERN WOMAN

Soloist—RUTH GRAY, Soprano

Accompanist JOSEPHINE SWAN WHITE

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Oakland Players Guild

Announces the Opening of a Series Artistic Little Theatre Productions

in Your Own Beautiful Auditorium

Beginning with

YOU AND I—*Phillip Barry*

Tue. Aug. 23—Aug. 30—Sep. 6
Wed. " 24 " 31— " 7
Thur. " 25 Sept, 1

and every Tue & Wed thereafter

Prices 50c, 70c, $1.00

Tickets at Club or Sherman-Clay's

BRIDGE LUNCHEON

One would naturally suppose that a bridge luncheon was only for people who play bridge. Not at all. The bridge luncheon scheduled for the 27th is especially for people who would like to learn to play bridge. The veterans can have a corner to themselves, says Mrs. Stanley D. Hall, chairman of the committee, who has arranged for C. L. Staples, a noted Bridge expert and author of a book on the subject to give the rest of the guests a talk on the popular game.

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Broadway at 21st Street
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BUSINESS WOMENS HERALD

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BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

Laura E. Pinkston.....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. — OAKLAND 1470

Issued every Monday in the interests of the Business and Professional Women's Club
Subscription Price $1.00 per year

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OFFICERS

Josephine Swan White.....President
Hermine Kruger .....Vice-President
Lucy Shinn .....Rec. Secretary
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Cloe Rogers .....Treasurer
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Josephine McClenegan
Executive Secretary
1608 Webster St., Oakland 1470

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Rudolphine Radil .....Music
Mary Campbell .....Program
Ella Saylor .....Reception
Mary Barmby .....Activities
Bessie Wood Gustason Civic
Dr. Ella McGilvery.....Hospitality
Martha Holmes .....House
Isabel M. Dingwall.....Membership
Anna Ihrig .....Decoration
Ann Ryan .....Emblem
Maude Asher .....Publicity
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Eloise Cushing.....Parliamentarian
Carrie Hall & Zannette Potter.....
.....Service Club Council

SECTION CHAIRMEN

Elizabeth Clow.....Past Officers
Mary Barmby .....Book Review
Zannette Potter .....Philomels

JUNIOR SECTION

Alice Bouchet .....President
Sue Bradley.....Senior Advisor

"JUST LIFE"

"Just Life"—what is it after all? Get tickets to the Theater Party at the Fulton tomorrow evening, where Marjorie Rambeau and the other Fulton players will tell all about it. Your friends want to know too. Get tickets immediately from any P. O. or from Mrs. McClenegan at the Club as reservations are going fast.

KEEPING MENTALLY ALERT

The Oakland Tribune commenting editorially on the summer school now in session at Mills College said in part, "A modern discovery is that the learning of an individual need not cease when he reaches maturity. With it is a revelation that education, continued after maturity, prolongs youth because it keeps alert the mind and the interest. As it is possible to fall into a rut and grow old before one's time, so it is possible to feed the intellect, stimulate the brain, and remain young.

"Today education is held essential not only as a preparation for life, but as a continuous process necessary to the best living. One of the most promising signs for the future is the avid response to opportunities offered for adult education. When one no longer has to be 'sent' to school he may know for the first time the worth of what was there.

"Dr. Aurelia Reinhardt, the president of Mills College and a student at the summer session, expressed the philosophy of adult education in her reply to one who was surprised that she should be a pupil in the college of which she is the head.

"It is nothing to make a fuss about," said Dr. Reinhardt. "Why I am only valuable in my efforts to direct the education of other people so long as the process is going on in me. The moment I ceased to learn I should be unfit to teach.' "

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JUNIOR JOTTINGS

Tuesday, August 16th, the regular business meeting will be held. Let's have a 100% attendance to greet our president home from Spokane.

Sunday, August 14th, about 25 of the girls boarded a lovely yacht and sailed the briny waves of San Francisco Bay, bound for a picnic at Paradise Cove. Everyone had a perfect time. So far no cases of seasickness have been reported—brides and also past presidents, many developed sea legs.

At our last meeting we entertained two of our recent

Oakland is to have a Little Mrs. Ede Skelton and Mrs. Laurie Shultis.

Harriet Bakewell,
Pub. Chairman.

AMONG OURSELVES

Georgia Maiden and her Mother have just returned from a sojourn in southern California, Mission Inn, Hollywood. Get her to tell you about it.

—

"Just Life" well what about "Just Life". Go to the Theater party at the Fulton tomorrow evening where Marjorie Rambeau and the Fulton players will give you a delightful time finding out. Get your tickets at the Club or ask any P. O.

—

Elizabeth Clow, took a short vacation motor trip over the Redwood Highway last week.

—

Helen S. Artieda, Executive Secretary of the Public Welfare League of Alameda County left on August 9th to attend the Washington State Conference of Social Work, the National Conference of the American Prison Association and the National Conference of Juvenile Agencies, all of which are meeting at Tacoma, Washington, from August 12th to 18th. She goes as an official delegate of the California Conference of Social Work.

It's a pretty heavy program Helen. The Herald hopes you will stop over to climb Mount Rainier by way of recreation.

—

Daisy Miles is taking a vacation motor trip to Seattle with a party of friends. They plan to take a leisurely trip and stop over on the way wherever it seems interesting.

—

Mary Campbell and her sister, Mrs. Gassoway, had a delightful vacation in Niles, where Carrie Kennedy joined them on Friday for the week end. They returned home yesterday.

—

Mable Little is home again from a vacation trip.

—

Remember the Theater Party tomorrow evening at the Fulton, Marjorie Rambeau in "Just Life". Your friends will enjoy it; see that they get tickets too. They are on sale at the Club; also ask any P. O.

—

Oakland is to have a Little Theater and our Auditorium is to be its setting. W. H. Marvin, an experienced theatrical man, is the director with Berry Hopkins as associate manager. Berkeley and San Francisco have long enjoyed a Little Theater, now Oakland's turn has come. The first performance will be Tuesday, Aug. 23.

—

Mrs. Josephine White and Rudolphine Radil returned Thursday from a trip to Marysville, Chico and other Sacramento Valley towns.

—o—

OUR DINNER SPEAKER

Dr. Daisy Heatherington, who will be our dinner speaker on Thursday evening, is a California woman and a graduate of Stanford. She took her doctors degree at an Eastern College. She is a recognized authority on education and is a professor of Psychology at New York University. She gave two courses of lectures at the University of California summer session just closed and has been in charge of the summer play school there every summer since 1912.

Clark N. Heatherington, her husband, was formerly head of physical education in California and is now in charge of the Physical Education Department at the University of New York.

—o—

CONGRATULATIONS ALAMEDA

The new Community Hotel in Alameda was formally opened last week with two delightful dinner dances on Thursady Friday evenings.

This fine new apartment hotel that can handle large parties so successfully from the very start certainly places Alameda in the Metropolitan class.

It was here that the Alameda B. & P. W. C. entertained fourteen hundred of the Convention guests at a delightful luncheon.

—o—

AN EVENING WITH THE STARS

Our evening with the stars will never be forgotten by the seventy-five members who gathered at Chabot Observatory last Thursday.

Professor Earl G. Linsley was a delightful host. He gave a short talk on the moon and stars and manipulated the great telescope that is hardly less wonderful than the stars it reveals. Vega sparkled with all the colors of a beautiful diamond, Saturn showed his rings and the Moon beamed on the happy picnic party around the bonfire. And the box lunch supper—nothing was left to be desired except, perhaps, finger bowls after the fried chicken.

Bessie Wood Gustason
(Bessie J. Wood)
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CLUB CALENDAR

August

Theater Party 16th—Fulton, Marjorie Rambeau in "Just Life." Tickets at Club.

Dinner 18th, 6.15—Speaker Dr. Daisy Heatherington.

Luncheon, 25th—Round Table Speakers. Susanne Chalmers, Mary Barmby, Florence Bussell.

Bridge Luncheon, 27th, 1 P. M.—Garden Room.

Watch this space for complete list of Club events each month.

TURKISH WOMEN

"Women are now highly respected in Turkey" says David Moore Robinson, professor from John Hopkins University, who is giving two courses on Art at the University of California summer session.

"The University of Constantinople is open to them and many have entered the professions, especially that of doctor. They are able to do more different kinds of work than women in America. They can join the Army and there is a woman colonel in the army at the present time.

"Harems are illegal there now and a man may have only one wife," asserts Dr. Robinson, "and divorce is no longer a recognized legal institution.

—o—

WOMAN TO BUILD STUDIO HOMES

Building and other developments representing an investment of more than half a million dollars have been started at Ridge Road and Highland Place by Mrs. Florence Babcock Hawkins, local home builder, who is planning a group of studio apartments on extensive property located within a block of the University campus, at Berkeley.

In the setting of the new development, little has been left undone by nature along the lines of landscape design, the builder points out. There are three large coast redwood trees on the property and several live oaks. The homes will command a view of the canyon below, its steep slopes thick with green growth. Situated on one of the highest nearby points of the city, a sweeping view of the bay area can be had from the property.

JOKES

Sister at the door, calls to her brother, "Come in to supper, Ma's on the table and Pa's half et."

—

Joe:—Have you ever ridden a donkey?
Jim:—No.
Joe:—Aw get on to yourself.

—

A small boy returned from Sunday School much elated and said to his mother: "We sang an automobile song in Sunday School this morning, "Going Home on High."

—

Ring toss is a whooping game.
Quoit so, old topper.

—

For Sale— Ford car, self starter, also 150 hens—65c ea.

—

I heard that the price of bread is going down.
I must contradict you for I saw a sign in a bakery window, "Raisin Bread".

—

Why does Mussolini wear clocks on his hose?
Because he's the man of the hour.

—

Have you seen Lohengrin?
No, but I've heard Minnehaha.

—

During a council meeting in a western City there was quite an earthquake. The Mayor arose and said "Upon motion of the city hall the Council is adjourned."

—

History teacher:—In all his hardships what do you consider was George Washington's greatest difficulty?
"He couldn't tell a lie," said Johnny.

At The Party

He: "See that man over there? He's a bombastic ass, a vacuous nonentity, a conceited humbug, a parasite, and an encumbrance to the earth."

She: "Would you mind writing those down? He's my husband and I'd like to use them on him some time."

—

Traffic Signs

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Four | Oakland, California, August 22, 1927 | Number Thirty-five

If you would have your business done, go; if not, send.
—Franklin.

THE BUSINESS AND PROFESSIONAL WOMEN *will enjoy*

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LUNCHEON

Thursday, August 25, 1927, 12:15 sharp

The Plate—65 Cents

PROGRAM

Round Table Talks by three of our members,

SUSANNE CHALMERS, MARY BARMBY

and

FLORENCE BUSSELL

Each speaker has had most interesting experiences in her line of work nad can tell a fascinating story about it.

Phone Oakland 1470 for Reservations

Oakland Players Guild

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Martha Holmes .....House
Isabel M. Dingwall.....Membership
Anna Ihrig .....Decoration
Ann Ryan .....Emblem
Maude Asher .....Publicity
Harriet Haas .....Revision
Eloise Cushing.....Parliamentarian
Carrie Hall & Zannette Potter.....
.....Service Club Council

BRIDGE LUNCHEON

Many members have suggested a Saturday afternoon bridge party. Now a delightful Bridge Luncheon is planned for next Saturday afternoon August 27th, at one o'clock, in the Garden room. Price $1.00 for the afternoon including luncheon.

Mrs. Stanley D. Hall, a new member, is the chairman of the day, she has arranged for C. L. Staples, Bridge expert, Hotel Claremont, Berkeley, to give an instruction talk on the popular game so the afternoon will be of especial interest to beginners.

Be sure to phone your reservations to the club Oak. 1470 not later than Friday noon.

LIFE RELIGION

We much have been hearing of orthodox creeds,
Uncompromised principles, martyrs' deeds;
Our forefathers suffered and bled on the sod,
And would we, if tried, be so zealous for God?
We boast of their actions and tell how they stood
For us in the tempest, and think ourselves good;
But practice is oft with profession at strife—
I like the religion that speaks in the life.

"How beautiful upon the mountains are the feet of Him that bringeth good tidings."

—

Far up amid the rocky crags,
Near the eternal snow,
A bit of heaven's blue I found,
By a streamlet's trickling flow.

It was a gentian, rare and sweet,
Lifting its lovely head,
Halting all on their upward climb,
With its glory softly shed.

"Tell me," I cried, "how came you here,
'Mid the rocks and snow and winds?
What gives you life, and hue so rich,
No other blossom finds?"

A whispered answer caught my ear:
"The Master passed this way;
And everywhere His footfall touched,
A radiance came to stay."

And so, whene'er, we rise in thought
Above the mists and fears,
The glorious Truth comes shining through,
And all life's pathway clears.

Bird M. Wilson.

—o—

RECITAL

Catherine Petersen, who has graciously sung for our club is to appear in recital at the Elks' Club Auditorium on Saturday evening, August 27th, with the eminent accompanist and coach, Emil Polak at the piano.

WOMAN CONSUL

Miss Emmita Canton, New Nicaraguan Consul to San Diego, arrived in San Francisco last week, where she spent a few days before assuming her duties as consul.

There is one other woman consul in the United States and she too is from Nicaragua. Miss Canton believes that the feminine influence in diplomacy will tend to lay a deeper foundation of good will between the United States and her native land. She also believes that the trouble in Nicaragua is about over largely due to the firm hand of the United States intervention and that a complete stabilization of the government will come with the next election.

Miss Canton is a very attractive young woman and is not a stranger in the United States having lived here several years. She received her high school education in San Francisco where she graduated from Lowell High.

—o—

ALAMEDA CLUB DINNER

The Alameda B. & P. W. C. now have their club quarters at the New Community Hotel, corner of Santa Clara Avenue and Broadway.

They extend a cordial invitation to members of the Oakland Club to join them at their first dinner at the Hotel on Tuesday evening, August 23rd, at 6:15 P. M. Price $1.00.

This dinner will be in the nature of a house warming and will mark the opening of the Club's fall activities.

Phone reservations to Mabel Spencer, Alameda 2379 by noon on Monday.

AMONG OURSELVES

Mrs. M. A. Rossiter returned to Oakland from her vacation at Fallen Leaf Lake just in time for the opening of school. She is now a real mountaineer having built a fine little cabin on the Lake Shore this summer. She left Bird Wilson in possession when she came away. Elsewhere in this issue Bird Wilson shares with us some of the beautiful thoughts that came to her in her mountain retreat.

—

Ora Egan is happy this week entertaining her brother, Roderick Carriere and wife from Los Angeles. Mr. Carriere is connected with the International Lubricating System, where high pressure grease guns are manufactured.

—

Don't forget the Bridge Luncheon. If you like this one the Activities committee has promised you shall have more of them.

—

Come to the Luncheon Thursday sure. Mrs. White feels that as we know what others are doing our interest and friendship will grow.

Our own members have thrilling stories to tell about their experiences and activities. Hence the Round Table programs. Three of "our finest" will be speakers at the first one.

—

The Philomels are to sing for the Alameda B. & P. W. C. at their dinner at the Community Hotel on Tuesday evening, Aug. 23rd, by invitation of Mrs. Esther Taylor, president.

—

Bessie Wood Gustason has returned home from a delightful visit with her sister, Mrs. Esther Schneider in Los Angeles.

She was much impressed by the Movie production "King of Kings" at the new Grauman Theater.

"King of Kings" depicts the life of Christ and has been running two performances per day to crowded houses for several months.

Mrs. Gustason was much interested in the reaction of the audience and says that one leaves with a feeling of reverence and that Christ is in one's very heart, a living and everyday presence.

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JUNIOR JOTTINGS

Every member should plan on attending the next meeting Tuesday, Sept. 6th. Many important and interesting pieces of business will be brought up. Remember your duty to your club and come and get the spirit of things.

We were glad to see our new member, Mildred Peary at our last meeting, home from her vacation in Portland.

Many of the members met at the Y. W. C. A. last Wednesday night and had a wonderful time swimming. Activities of this sort do wonders in acquainting the members with each other.

Harriet Bakewell,
Pub. Chairman.

—o—

THURSDAYS DINNER

"The thing that educates — that developes, is individual thinking," said Dr. Daisy Heatherington, speaker at last Thursdays dinner.

"And Dr. Dewey says," she continued, 'we only think when we have a real problem,' that explains why business and professional women are becomnig more broadminded, more charitable and mentally alert—they must think their problems through".

Miss Ruth Gray entertained charmingly with a group of songs. Her voice seemed exactly suited to the hall and she was as good to look upon as to listen to.

MARRIAGE BELLS

Our Maud Petersen is away on her honeymoon. She and Edward Mysel were married at the home of her sister, Mrs. Fred Morris, on August 9th.

A wedding breakfast was later served at the Athens Athletic Club, after which the bride and groom departed on an extended wedding trip by motor.

They will make their home at 1054 Lakeshore Boulevard upon their return about the middle of September.

Mr. Mysel is a prominent figure in the furniture business in Oakland. Mrs. Mysel is a sister of J. A. Munro and a well loved member of our club. The club extends best wishes and hopes Maud will not desert us entirely.

—o—

MOVIE ACTORS EARN THEIR PAY

"Beau Sabreur" Paramont new Foreign Legion picture is now being filmed at Redock on the Mojave Desert, where 1500 men are taking part in scenes of the Mountain Pass fighting. It is one of the most thrilling chapters in Percival Wren's novel and as the temperature of Redock registers 110 deg. in the shade, the great company is experiencing the realism of desert heat and discomfort as they enact the realism of desert warfare.

CALENDAR

August 25th, 12:15—LUNCHEON
Round Table Speakers—Susanne Chalmers, Mary Barmby, Florence Bussell.

August 27th, 1:00 O'Clock—BRIDGE LUNCHEON
Garden Room.
Phone Oakland 1470 for Reservations by Friday noon.
Watch this space for coming events

BOOK REVIEW

"The Call of the House" by Ruth Comfort Mitchell, was reviewed by Hermine Kruger at the last Book Review afternoon. Miss Kruger chose this book partly because of its local setting which makes it of particular interest and because of strength of character of Dean Yale, the principal character in the book, who becomes the first woman state senator. She sees women as good citizens, good business women, good senators, etc., and not a struggle for recognition of women.

Mrs. Mitchell, the author, resides at Los Gatos and is a member of the San Jose B. & P. W. C.

Mrs. J. E. Reid gave an alluring synopsis of "Trader Horn" being the life and works of Alfred Aloysius Horn "Old Visitor," his philosophy, the gift of age and experience taken down and edited by Ethelreda Lewis.

If there is any doubt as to Trader Horn being the story of a real man, it is dispelled by John Galsworthy, who wrote the foreword and vouches that he is real.

He was seventy-three years old when telling his tales of travel and trading in Africa for over fifty years, to Mrs. Lewis, who writes that she "became as interested as the Wedding Guest in the Ancient Mariner as old Horn groped about in his memory for his experiences of the past".

Jean Baird reviewed "A Good Woman" by Louis Brampton, a remarkable young author on thirty-one years of age, who has produced a book annually for the past four years, one of which took the Pulitzer prize.

Miss Barmby, chairman of the Book Reviews, mentioned the following new books that seem quite worth while:

Giants in the Earth by O. E. Rolvaag a Norwegian, now a professor in a Norwegian College. He came to America as a child and grew to manhood in the Northwest.

A review says of his book "a magnificent story of the seething north-western prairies, a novel that catches the true spirit of American pioneer life.

Also "Meanwhile" by H. G. Wells, "Barbara Bush" by Kathleen Norris and "Read 'em and Weep—the songs you forgot to remember," by Sigmund Spaeth.

—o—

MEETING OF THE P. O'S.

Bessie Wood Gustason will entertain the P. O's at a costume party Tuesday evening, Aug. 30, in the studio of her home. Dinner will be served. All are asked to come in costume. Please make reservations as early as possible.

E. W. Clow, Chairman
Dora B. Cooley, Secretary.

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acramento, California.

BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Four | Oakland, California, August 29, 1927 | Number Thirty-six

PRECISION VS. PALAVER

At the conference of the Western Federation of Women's Clubs held recently in San Francisco, Mrs. Rose V. Berry, chairman of fine arts for the general Federation said:

"The precision and definiteness with which Western women work is splendid." Why, at the last meeting I attended in New York fully two hours were wasted in what old-fashioned people described as 'palaver.' They still present flowers with long sentimental speeches to their officers; they still introduce their speakers with flowery speeches, which take up much time and weary the listeners. Here the meetings begin with the directness of large boards of business men, and when they are completed the audience feels that something has been done and said."

So there's a compliment for the clubwomen of the West, who sometimes feel apologetic toward clubwomen from the more conservative and conventional East.

As the perfume to the flower, so is kindness to speech.
—Katherine R. Francke.

LUNCHEON

Thursday, September 1, 1927, 12:15 sharp

Business Meeting

For Members Only

MARY BELLE GUBER

Will Present the Final Convention Reports

All Chairmen and Vice Chairmen of Committees

are especially requested to be present

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WOMEN OF SPAIN RIVAL MEN AS PILL MIXERS

From Madrid comes the word that a feminine victory is foreseen in the fight by Spanish women to rival men in pharmacy careers. During the last year 250 women received licenses to operate drug stores in Madrid, while throughout Spain there exist numerous pharmacies under the direction of women, who also do much of their own research work.

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BUSINESS WOMENS HERALD

Official Publication of the
BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

Laura E. Pinkston.....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. — OAKLAND 1470

Issued every Monday in the interests of the Business and Professional Women's Club

Subscription Price $1.00 per year

Entered as second class matter, Jan. 17th, 1927, at the post office at Oakland, California, under the Act of March 3, 1879.

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Lucy Shinn .....Rec. Secretary
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SECTION CHAIRMEN

Elizabeth Clow.....Past Officers
Mary Barmby .....Book Review
Zannette Potter .....Philomels

JUNIOR SECTION

Alice Bouchet .....President
Sue Bradley.....Senior Advisor

WHAT NEXT?

Now that vacations are largely over, and everyone is settling down to the regular business of living, the question arises "What Next", as we seek for something to do, outside of the daily vocation, something to think about as a change from our own special line of work.

Without the absorbing demands of a convention for the coming year, the question appeals with special force to us as club members. We need an objective, to bring out our best efforts. We never work so wholeheartedly and self-effacingly as when united in a common purpose; and when that purpose is one of universal character, widespread in its effect, we mount as one individual to the highest peaks of achievement.

At the dinner in Alameda last week Mr. Locke pointed out the very great opportunity for service by women in the community, in taking their part in the world's housekeeping. That means beginning at our own back doors, learning how to make them shining paths to the gardens of promise, and continuing the work on and on, into the world's remotest corners.

To do this, under our present system of government, means, first, to be a **good** voter, one who never neglects to vote, and who tries to vote intelligently. We train our youth for every responsibility, and often omit to educate them as voters.

Next, it means taking our part as citizens in all civic duties, including jury service and office holding; selecting the very best among us, whether men or women, to carry on our housekeeping, and then standing by them loyally. This is the real "politics", the business of government.

JUNIOR JOTTINGS

Every member must plan on attending the next meeting Tuesday, Sept. 6th. Many items of importance will come before the club. The directors are working on some wide awake plans for the club—come and hear about them.

At the meeting of the board of directors it was voted to have a Junior Dance on Sept. 23, a Friday night. Mildred Peery will act as chairman with Juanita Stanley, Kathryn Outwater, Alice Wells and Stella Bitgood assisting in the plans for another successful dance.

Harriet Bakewell,
Pub. Chairman.

PATRONIZE OUR ADVERTISERS—TELL THEM YOU SAW IT IN THE HERALD.

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(Bessie J. Wood)
A Woman Undertaker
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Emilie J. Edmonds
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Reserves Hours 5 to 7 for Business Women
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AMONG OURSELVES

Jean Morken was at lunch last Thursday her first appearance at the club since her serious accident almost a year ago. Welcome Jean, you were in our thoughts all the time.

—

Dorothy Driggs has returned from a glorious six weeks vacation which included the Yosemite and a visit in Los Angeles.

—

It is with great regret that the Herald reports the serious illness of Dr. Luella S. Swauger from diptheria contracted from a little patient.

Also that Mrs. M. B. Bishop, one of our members, was badly injured by being struck by an automobile and thrown in front of a Key Train at 12th and Washington. She is at Providence hospital and reported improving.

—

On Sunday morning Anna Ihrig entertained the members of last spring's public speaking class and their teacher, Mrs. O. N. Bennet at breakfast at her home.

It was a get together event for the purpose of making plans for continuing the class this Fall and perhaps merging it into a Dramatic section of the club.

Every member of the class is enthusiastic about going on having gained so much. Any member of the club is eligible to join the class which will resume its work the first week in October.

See Mrs. McClenegan for particulars if you are interested.

—

Esther Goodwin and her daughter are enjoying a vacation down at Carmel and in the Sur mountains.

—

The Saylor sisters have just returned from a glorious vacation trip. They motored to Seattle, their old home, also to Mount Rainier, along the Columbia Highway and to Crater Lake.

They are happy to have learned the name of the remarkable blue of Crater Lake—it is Incredible blue.

The Bridge luncheon was a fine affair, decorations, good lunch and all, then a good game, an instruction by an expert in the game. Mr. C. L. Staples gave an entertaining and instructive insight into the popular game.

—

P. O's. remember the dinner at Bessie Wood Gustason's studio tomorrow evening, 2850 Telegraph Ave., at 6:15. Come in costume, just for fun and be sure to phone Oak. 1470 for reservations by five o'clock Monday.

—

Mrs. Emmet Harding, of Albany, N. Y., was a guest of Ora Egan at Thursday's luncheon. She was connected with the Transportation Dept. of the Delaware & Hudson R. R., but has come to make her home in Oakland. We welcome her to our city and our club.

—

The Kansas City Business Woman enquires, "Do 'high brows' do their browsing on literary heights?"

—o—

ALAMEDA DINNER

Whenever you want an extra thrill just think of the Alameda B. & P. W. C. They simply outdid Aladdin's lamp when they entertained 1400 Convention guests in the New Community Hotel—so new that the lobby floor was only three days old. They even helped unpack furniture and whatever was missing they borrowed and entertained like veterans.

The Hotel management was with them heart and soul and well they might be for the fame of the Community Hotel has gone throughout the land, as testified by letters from Utah, Minnesota, Georgia and other states, naming Alameda day as one of the outstanding days of the Convention.

The Club has now established its headquarters at the Hotel and gave their initial dinner on last Tuesday evening. There were guests from all the Business & Professional Women's Clubs about the bay. About forty attended from the Oakland Club and our Philomels sang by special request.

KENNETH KING

Thursday evening the old friends of Florence King gathered at the home of her mother, Mrs. Moffat at a farewell reception for her son Kenneth King, who leaves this week to teach English for the coming year in Northern Michigan. He graduated from Ann Arbor in June and plans to go to Columbia next year for his Master's degree.

He has already attained prominence as an actor and poet.

Shortly after going to Ann Arbor, he sent his poem Utah to the College paper. The editor said of him "A singer has come out of the West" when he published it.

The Club, some way took Kenneth for their own when his mother, our first member, to be called by death, was taken from us.

UTAH

The mountains are upturned faces
Half buried in the desert;
Rough, jagged, strained,
Their purple profiles
Rock bound and sere
Stare eternally upward,
Continually praying
To the great Antelope god
And the great rattle-snake god
For rain.

Wind demons leap across
The breathless waste,
Tearing and snatching
At insignificant gray shrubs,
Panting for life in the desert.
Dust phantoms, whirling Dervishes
Of the sun-seared plain,
Race with each other
Into the purple depths
Of the vast and waterless sea.
Which is mirage.

—o—

NO SCOTCHMAN

The skunk is the most generous animal in the world, he gives a (s)cent to every passerby.

CALENDAR

Sept. 1st—LUNCHEON. Business Meeting. Final Convention Reports.

Sept. 8th—DINNER. Wilbur Tupper, Speaker. Illustrated Lecture on Central America, Cuba and the Canal.

Sept. 10th—BOOK REVIEW. Laura E. Pinkston. Poetry and Prose with Musical Setting. Josephine Swan White.

Sept. 15th—LUNCHEON. Round Table Speakers. Elizabeth Clow and Elsie Stoltz.

Sept. 16th—HOLDING COMPANY DANCE.

Sept. 22nd—DINNER. September Birthdays in Charge.

Sept. 23rd—JUNIOR DANCE.

Sept. 24th—REGULAR BRIDGE LUNCHEON. Saturday Afternoon.

Sept. 29th—LUNCHEON. Open House with P.O's. in Charge.

Watch this space for Club events.

ROUND TABLE LUNCHEON

The innovation of round table talks by our own members was inaugurated with great success at the Club luncheon on Thursday.

Susanne Chalmers told of her work and how the Central Construction Company with whom she works has done the best of Americanization in the conduct of their business of building streets, and dams and laying sewers. There is much of human interest in business she finds and she struck the keynote of success when she told of her rise in the company to a place of success and responsibility, saying, "I suppose it was because of an earnest desire to do all things well and understand people."

—

Mary Barmby loves her work as County Librarian so much that she always finds time to devote to young women, thinking of that work as a vocation. The County Library under her direction, keeps books circulating in the remotest rural districts of the County and calls on the State Library for special books-not in the County Library, the aim being to get the book to the applicant with no loss of time. Miss Barmby stands high in the National Library Association because of her unusual work in Alameda County.

Florence Bussell, Co-ordinator of Nursing Activities of Public Health Center of Alameda County and director of Nurses in the Oakland Public Schools, simply held her audience spellbound as she told tales of her war service, in England and at Salonica, of air raids in England and in Naples with bombs dropping among the temperamental Italian people, also of witnessing, an airplane battle and the rescue of shipwrecked people. She did signal service on the Salonica front, was given two war medals and was cited to appear before the King at Buckingham Palace to receive the decoration of the Royal Red Cross, but as she was just sailing to America it was forwarded to San Francisco and was presented to her by the British Consul.

—o—

GOVERNOR BOOSTS TALKATIVE BARBERS

Governor A. G. Sorlie of North Dakota has asked barbers to talk to their patrons about State industries, improving opportune moments between the scrape of the razor and the snip of the shears.

"Barber shops," the governor says, "are practically newspapers in their dissemination of news."

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Four | Oakland, California, September 5, 1927 | Number Thirty-seven

The first and last thing required of genius is the love of truth—Goethe.

The Gray Shop

Oakland
Berkeley
Long Beach

Autumn Coat Models

A collection of Coats of special distinction for the Fall season are now on display...Fashioned of richl new fabrics in new tan, flag blue and black, beauty is enhanced by harmonizing furs...Fox, badger, lynx and wolf *are* pre-eminent in the mode and lend their supple elegance to this ele- to this selection of coars adapted from Persian ateliers and dedicated to the fastidious woman

Hats in Corresponding Shades

DINNER

Thursday, September 8, 1927, 6:15 sharp

The plate $1.00.

SPEAKER

WILLIAM TUPPER

of Crabtree's will present an Illustrated Lecture on

CENTRAL AMERICA, CUBA

and the

PANAMA CANAL

Phone Oakland 1470 for reservations

NOTICE

The cafeteria will be closed on Saturday, Sept. 10th following Admission Day, Sept. 9th.

—o—

BOOK REVIEW

The Book Review has been postponed from the 10th to the 17th of September on account of the Holiday preceeding the 10th. The meeting will be held at the studio of Mrs. White, our president, 663 11th St.

Miss Saylor's

Unusual Chocolates

Made in California

SOLD EVERYWHERE

AN INVITATION

The Alameda B. & P. W. C. extends a cordial invitation to their card party to be held Wednesday evening, Sept. 14th in the New Community Hotel. Mrs. Mabel Dye is chairman of the committtee in charge. Tickets 50 cents. Reservations may be made at our Club rooms, Oakland 1470. We can be sure that an Alameda party will be a good one.

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LABOR DAY.

Labor Day has become one of the most representative of all our holidays, for we are a nation of workers. To live without a vocation or an avocation, whether rich or poor, does not yet meet with favor in this country. Even in the purely artistic lines of expression the artist is proud to refer to "my work", and in general the words "work" and "labor" are two of the most dignified and honored in our language to-day.

Individual work brings its own gratifying results, in the joy of doing it, and the financial or other suitable return, while in the united work of the many the greatest achievements are shown. As we work together in greater numbers we share more largely in the resulting prosperity. Co-operation pays large dividends. We are even learning something new about the brotherhood of man, namely, that it pays. It pays in every sense of the word, in the blessings of peace, the abolishing of class distinctions, and the equal opportunities to all, with the certain rising level of standards and accomplishments.

So we pause to-day to rejoice in our work, whatever it may be, and to say, with Van Dyke:

"This is my work, my blessing, not my doom.
Of all who live I am the one by whom
This work can best be done, in the right way."

P. O. MEETING

It was a rather curious group of people that gathered at Bessie Gustason's studio the other evening to judge by appearances, but it was only the clothes of other days and other times that made them seem so queer. The P. O's. have learned to be adepts in having relaxation as well as in serving the Club. One notable costume was a beautiful black silk dress worn by Florence Bussell that had been worn originally at the first inauguration of President Lincoln.

At the business meeting following supper the Secretary reported that $80.00 had been made at the recent theater party. Half of this had been turned over to the Club and it was voted to buy more books for the library with the balance.

Plans were also laid for the Open House reception and entertainment to be sponsored by the P. O's. for all the Club members on the evening of Sept. 29th.

JUNIOR JOTTINGS

Remember the business meeting Tuesday evening, Sept. 6th at 8 o'clock.

Tell your friends of the coming dance on Sept. 23rd.

The Board of Directors held their last meeting at the home of Mrs. Bernice Van Alstyne. Bernice is one of our recent brides and has a dear little cottage in East Oakland.

In a card receiving from Mrian Claire, she states she is having a wonderful time seeing Detroit, New York and many other interesting points.

—o—

Two Sides to the Question.

Dribbler: "In my opinion a man who writes an illegible hand does it because he thinks people are willing to puzzle over it. In other words, he is the personification of conceit."

Scribbler: "Not always. Sometimes a man writes illegibly not because he is conceited, but because he is modest."

Dribbler: "Modest! What about?'

Scribbler: "About his spelling."

AMONG OURSELVES

Save these two dates, Sept. the 22nd when the "September Morns" will entertain all members in good standing at a Fall Festival special dinner and dance in our Auditorium. Guests will be welcome at $1.00 each. Special music.

Sept. 27th for the get-together dinner of the California League of B. & P. W. C., Dr. Lillian Shields, president, at the Community Hotel in Alameda. Details later, and, Sept. 29th, Club "Open House" sponsored by the P. O's.

Note the change of date and meeting place of the Book Review for September.

—

The Herald regrets that in the issue immediately following the Convention the name of Mrs. Jennie Todd, president of the Soroptomist Club was inadvertently omitted when mentioning the judges for the prizes at the Costume Ball the closing evening of the Convention.

The judges had no easy task and it was through no lack of appreciation that any name was omitted, but only that it was such a busy time and the editor not infallible.

May the Herald again express the deep appreciation of the Club for the hearty co-operation of all who helped make the Convention a success and a benefit to Oakland.

—

Josephine McClenegan, Mary Campbell, Carrie Kennedy and Frances E. Reiff are enjoying a vacation at Forest Farms in the Santa Cruz Mountains.

—

The regular business meeting of the Club took place at the luncheon last Thursday. Mary Guber, General Chairman for the Convention submitted her report which showed all expenses met and many words of commendation from the National officers, visiting Clubs and City and County Officers who feel that the city was most profitably advertised through our efforts. Indeed, one official said that while a convention of both men and women was the ideal one, the greater advertising was derived from a convention of women than of men, because the men were most interested in their own particular business and in a good time, while every woman was a living interrogation point, and found out everything about the city and surroundings, and broadcasted it back home to all her friends.

Best of all, from the many expressions by the visitors when here, and through the letters still coming from them, of intention to return and locate here permanently, we feel that we have done what we set out to do, advertised the advantages of Oakland and the East Bay successfully.

After Mrs. Guber's report Mrs. White expressed to her and all her committees the club's great appreciation of all that they did and for the spirit of loyalty and co-operation that was manifested throughout. The working together of all the members and assisting hostess Clubs, has strengthened our bond of friendship for one another.

—

The Club is especially pleased to greet our new member Edna H. Stanger, Secretary of the Rhodes Jamieson Co. Miss Stanger was so impressed by the publicity at the time of the Convention that she wanted to be identified with the group of women who put it over.

HOTEL OAKLAND

where guests are assured every first-class Hotel Service *combined* with comfort.

Unexcelled Cuisine Convenient Location

Reasonable Rates

Management W. C. JURGENS

PHILOMELS

The Philomels will meet for rehearsal next Tuesday evening, Sept. 6th, at 7:30 at the Club House. A full attendance is especially desired.

Zannette W. Potter,
Chairman.

—o—

GIRLS! GIRLS!

ATLANTIC CITY—Managers of several beach-front hotels said that their maintenance costs had increased enormously because women used so much lipstick and other cosmetics.

The women, said the managers, not only use table linen, bath and face towels to wipe off the lipstick and paint, but also employ tablecloths on occasion. And the lipstick is so strong that bleaching agents are necessary to restore the goods to their pristine whiteness. Bath house owners are making similar complaints and declare they will have to use paper towels.

—o—

Teacher: "Surely, you know what the word 'mirror' means, Tommy. After you've washed, what do you look at to see if your face is clean?"

Tommy: "The towel, sir!"

—o—

Germs, says the U. S. Public Service, are usually a hand to mouth affair. Better wash up.

CALENDAR

Sept. 8th—DINNER. Wilbur Tupper, Speaker. Illustrated Lecture on Central America, Cuba and the Canal.

Sept. 15th—LUNCHEON. Mrs. Wallace Reid, Speaker.

Sept. 16th—HOLDING COMPANY DANCE.

Sept. 17th—BOOK REVIEW. Laura E. Pinkston. Poetry and Prose with Musical Setting. Josephine Swan White at her Studio, 663 11th St.

Sept. 22nd—DINNER. September Birthdays in Charge. All members in good standing free.

Sept. 23rd—JUNIOR DANCE.

Sept. 24th—REGULAR BRIDGE LUNCHEON. Saturday Afternoon.

Sept. 29th—EVENING. Open House with P. O's. as Hostesses. No charge.

Watch this space for Club events.

Note change of date and place for Book Review.

WOMEN ORIGINATED INDUSTRIES

We are all accustomed to look back upon the great war as an essentially modern phenomenon. Gas bombs, submarines and surgical miracles gave to the World War an atmosphere 'of modernity, the most striking when we meditate upon certain of its social aspects. It is interesting to find that a curious reversion occurred in the return of women to industry. We say "reversion" and "return" advisedly, because we are told that, historically, industry had its beginnings in the hands of women. The ever-activistic male in ancient society apparently spent his time in the pursuit of wild animals. With the gradual disappearance of big game and the beginning of agriculture and the domestication of animals, human males were forced to turn their attention to the more subtle pursuits of industry, which had already developed to a considerable extent in the hands of women. Historians tell us that agriculture and pottery and tanning and various other industries involving the working up of the by-products of the chase were all begun by women.

STATE LEADS IN EDUCATION

In education California has definitely taken the lead, declares Dr. Ernest Burnham, noted educator on the summer session faculty of the University of California at Los Angeles. Dr. Burnham is a member of the faculty of the Western State Normal School at Kalamazoo, Michigan, and has made an intensive study of the California school system since his arrival here.

"Adequate financing, plus adequate preparation of the teaching staff account for the excellence of the California system," he says, and adds—"The system here approaches nearer a just distribution of comparative support between the city and state than in any other state.

"Not only is this state making adequate provision for the education of all normal citizens, but she is also doing pioneer work in training those handicapped by nature or lack of familiarity with the nation's customs and language."

TYPEWRITER BY AIR

It is reported that a Hartford Connecticut typewriter company has purchased a giant Ford tri-motored airplane which will be used to deliver products to customers. The plane will operate between Hartford and Cuba.

NEW PINE NEEDLE INDUSTRY STARTED

A new industry is being developed in Quebec from pine needles, which by a chemical process are converted into a product closely resembling natural wool.

It can be worked in the same manner, and is curled, woven and made into felt.

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Try One Today

Golden Sheaf Remar Co.

Wise men propose, and fools dispose.—Anacharsis.

CALIFORNIA STATE LIBRARY

LUNCHEON

Thursday, September 15, 1927, 12:15 sharp

— Speakers —

MRS. WALLACE REID

Who Will Relate

MOVING PICTURE EXPERIENCES

W. S. ACKLES

of the

Department of Reappraisal on

EQUALIZATION OF ASSESSED VALUES

Make early reservations — Oakland 1470

BOOK REVIEW

The regular Book Review will be held Saturday, the 17th, at the studio of Mrs. White, 663 11th Street at 2 o'clock.

"Your Money's Worth" a study in the waste of the consumer's dollar by Stuart Chase and F. J. Schlink will be reviewed by Laura E. Pinkston.

Mrs. White will read "Blue Beard" by Kate Douglas Wiggin, a delightfully humorous selection and poems with musical accompaniment.

Club members and their guests are welcome.

Individual Modes for the Business Woman

COSGRAVE'S

533 14th St., near Clay

HOLDING COMPANY DANCE

The September Dance of the Holding Company takes place on Friday evening, the 16th, at the Club auditorium.

There will be good music and some very interesting features.

Emilie J. Edmunds is chairman of the evening, assisted by Martha Holmes, Harriet Haas, Isabel Dingwall, Alice Zwillinger, Clara Forbes, Sadie Lee Talbot and Ethel Hall, as hostesses.

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408 12th Street Phone Glencourt 650

RUTS

The WORLD is full o' ruts, my boy, some shaller an' some deep,
And every rut is full o' folks, as high as they can heap;
Each one that's grovelin' in the ditch is growlin' at his fate,
And wishin' he had got his chance before it was too late.

They lay it all on someone else or say 'twas just their luck,
They never once consider that 'twas caused by lack o' pluck.
But here's the word o' one that's lived clean through from soup to nuts:
The Lord don't send no derricks round to h'ist folks out o' ruts.

Some folks has stayed in ruts till they got tired of the place,
Then scrambled out onto the road and entered in the race.
Such ones has always found a hand held out for them to grab
An' cling to till they lost the move peculiar to the crab.

But only them that helps themselves an' tries for better things
Will ever see the helpin' hand to which each climber clings,
So here's the hard, plain, solemn facts, without no ifs or buts:
The Lord don't send no derricks round to h'ist folks out o' ruts.

STATE CONVENTION

As we go to press the Convention of the State Federation of Business and Professional Womens Clubs is under way in San Francisco where the local club is hostess.

The Convention convened on the Thursday, the 8th, with a most interesting program for three day session, and Mary Margaret Morgan, State President presiding. The speakers included, Joseph Hugh Jackson on "Present Tendencies in Business Education", Mrs. Gertrude Atherton on "Feminism Inevitable", Mrs. Alfred McLaughlin on "High Lights of the Second Institute of Pacific Relations", Dr. Elizabeth F. Baker, "Laws for Women in Industry" and Dr. Phyllis, subject "The Place of the Arts in the Community."

The Convention closed with a banquet at the Fairmont hotel, where the members of the hostess club, in beautiful Chinese costumes gave their guests a delightful and memorable evening.

OUR HARBOR

To the question "What is the best harbor in the United States" an eastern Magazine says:

"The answer to this question is to some extent a matter of opinion. It is probable, however, that the distinction is best deserved by the famous Bay of San Francisco. This bay has an anchorage sufficient for all the navies of the world."

Emilie J. Edmonds
Face and Scalp Specialist
Reserves Hours 5 to 7 for Business Women
1608 Webster Street
Room 204 Lakeside 1536

AMONG OURSELVES

Remember the Alameda Club card party at the Community Hotel, Santa Clara Avenue and Pacific St., on Wednesday evening, Sept. 14th.

—

Have you noticed that Mrs. Wallace Reid will be with us at Luncheon on Thursday, and will tell us some of her experiences in the Movies. Can you think of anything much more thrilling?

Mr. W. S. Ackles of the Reappraisal Board will give a short talk on the subject of the reappraisal of our property values, a very vital subject to us all.

—

Josephine McClenegan came up from Santa Cruz last Thursday to superintend the regular Club dinner and then returned for a few more days of delightful vacation.

—

Esther Goodwin and daughter have returned from their vacation in Carmel and at the Big Sur River, rested, refreshed and enthusiastic. They visited Monterey and Pacific Grove where they enjoyed the interesting places famous in early California history.

In Carmel they had a cottage near the ocean and all night long old Pacific boomed a welcome which they were too polite to ignore by going to sleep.

—

Josephine White, our president, will give a program on Tuesday afternoon, the 13th, for the Centerville Woman's Club and on Friday evening, the 16th, will take part in the Eastern Star entertainment in San Leandro. Mrs. White is much in demand as her selections are always delightful.

—

The Book Review will meet this time at the home of our president. It gives promise of being an interesting afternoon. All members are most welcome, bring a guest if you like.

—

Bessie Gustason entertained her friend Mrs. W. H. Jordan, wife of the Political Editorial writer for the Examiner, at luncheon at the club last week.

Taking a delightful journey to the far-away tropics, with no seasickness or mosquitos, was the privilege of those who attended Thursday evening's meeting. Mr. Wilbur Tupper rose from a sick bed to keep the appointment, and told us the most interesting and informing things of Guatemala and Panama; the fundamental differences between the Latin races and the Nordics; described the heritage of art and beauty from the fount of civilization, the ancient Mayas; and gave us the reason for the many revolutions. The pictures accompanying the lecture were enchanting. We are deeply indebted to Mr. Tupper and to Crabtree's Travel Office.

—

Dr. Swauger was out to dinner on Thursday evening, and received a royal welcome from her fellow members who had been much concerned over her serious illness.

—

Helen Callahan is leaving for a trip to Boston and other Eastern cities — but she's coming back to the Far West, and to us.

—o—

JUNIOR JOTTINGS

One of the most successful business meetings held in several months took place last Tuesday night. A fine attendance and a great deal of business accomplished, were the bright lights of the meeting.

We were so glad to have our old member Bonnie Ballantyne back with us at our meeting.

Final plans were made for the Junior Dance, Sept. 23rd, and it was decided that all members and as many other girls as care to, shall wear wash dresses, either gingham or calico—perferably inexpensive dresses. The dance is to be a Harvest month affair and if all the girls will cooperate in this way, it will carry out the ideas that Mildred Peery and her committee want to put over.

Marion Claire is back from her wonderful trip to the east coast and reports having had a perfect time.

Harriet Bakewell.
Pub. Chairman.

STATE LEAGUE DINNER

The California State League of Business and Professional Women will hold its first get-together dinner on Tuesday evening, Sept. 27th, at the Community Hotel in Alameda.

It has been planned that the quarterly meetings of the League shall be held at regular dinner meeting of the Hostess Club, meetings to rotate between the member clubs.

Alameda will be the first Hostess and representatives are expected from all the other clubs. It will be a general get-together dinner so that the member clubs may become better acquainted. There will be a program with music, good talks, and plenty of fun. Get your reservations in early; phone Oakland 1470.

—o—

ART EXHIBIT

Dr. Cornelia B. Sake Quinton director of the Legion of Honor Art Palace in Lincoln Park, San Francisco, announces two important art events beginning Sept. 1st.

Carl W. Hamilton's $3,000,000 collections of old masters and other Renaissance art objects will be on exhibition and also a wonderful collection of modern paintings and sculpture lent anonymously. The two exhibitions will continue throughout September and October.

It is said that Carl W. Hamilton of New York is as interesting in his way as his art collection is in another. He started in business as a bootblack, and now, only thirty years of age, is a millionaire and an art connoisseur. He worked his way through Andover and Harvard, then went into business in China where he prospered and became a collector of objects of art.

The aim of the collection of modern work is to offer a comprehensive picture of current artistic activity.

Bessie Wood Gustason
(Bessie J. Wood)
A Woman Undertaker
2850 Telegraph Ave.
Phone Lakeside 49

CALENDAR

Sept. 15th—LUNCHEON.
Mrs. Wallace Reid, Speaker.

Sept. 16th—HOLDING COMPANY DANCE.

Sept. 17th—BOOK REVIEW. Laura E. Pinkston. Poetry and Prose with Musical Setting. Josephine Swan White at her Studio, 663 11th St.

Sept. 22nd—DINNER. September Birthdays in Charge. All members in good standing free.

Sept. 23rd—JUNIOR DANCE.

Sept. 24th—REGULAR BRIDGE LUNCHEON. Saturday Afternoon.

Sept. 27th—GET-TOGETHER DINNER. Community Hotel, Alameda. California League of Business & Professional Women.

Sept. 29th—EVENING. Open House with P. O's. as Hostesses. No charge.

Watch this space for Club events.

Note change of date and place for Book Review.

RECORD SALESWOMAN

Mrs. Pearl Bollig of Sioux Falls, S. D., is the first saleswoman in the United States to achieve the honor of a membership in the Chevrolet Motor Company's 72-car club, a star salesman's organization. She has just been awarded her second years' membership marking her as one of the foremost sales experts among the company's 14,000 salesmen according to word received by local Chevrolet officials.

—o—

MRS. CAL'S PLIGHT

Here's a little story to illustrate the disadvantage of being the wife of the president of the United States. A certain group of Washington women invited Mrs. Coolidge to their annual banquet. It had been customary to have the First Lady as guest of honor at this affair for many years. Mrs. Coolidge wrote back somethng to the effect that since it was an evening affair it would not be possible for her to attend without her husband, and to ask the president of the United States to accompany her anywhere. She accompanied him. He did not accompany her. Well, now!

Allene Sumner.

JOKES

The eruption of Vesuvius is about the only major activity in Italy that is not being personally conducted by Mussolini, says the Nashville Banner.

—o—

TOM SIMS SAYS

The "get" is the hardest part of the budget.

—

The stockingless woman of today is probably the daughter of the barefoot boy of yesterday.

—

When it comes to a probe, Senator Borah is well named.

—

Oil eliminates friction, except in the machinery of international relations.

—

When it is necessary to raise money, Europe always "sees America first."

—o—

THESE DAYS

Jerry—Going to be at home tonight?

Susan—Why should I? I feel perfectly well.

—o—

Mother asked little Susie, who was eating her soup but leaving the noodles, why she did not eat the noodles too.

"Can't catch 'em," was the quick reply.

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Four | Oakland, California, September 19, 1927 | Number Thirty-nine

Hyman's

The Vogue of Velvet

in Autumn Gowns

Hyman's write the first chapter of the Autumn Mode in the supple beauty of transparent velvet, emphasizing its importance, versatility and loveliness for those distinguished women whom this shop serves

Hats in Harmonizing Tones

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Criticism is seldom worth considering. Those who know more than you do, know better than to criticise; they would rather encourage; and the criticism of those who know less than you do is not worth while.—Waterloo Way.

FALL FESTIVAL

THURSDAY, SEPTEMBER 22nd, 1927

in charge of

The September Birthdays

— DINNER 6:45 —

Music

RUDOLPHINE RADIL, SOPRANO

and

THE PHILOMELS

Later

Dancing — Excellent Music

Bring Your Husbands and Boy Friends

Card Reservations Must be in By 6 P. M. Tuesday, the 20th

BRIDGE PARTY POSTPONED

The regular Sept. Bridge afternoon scheduled for Saturday the 24th has been postponed one week out of courtesy to the Women's City Club whose pageant "California in Song and Story", takes place on that date.

With another week to plan for it, no doubt many more can attend and the more the merrier. It will fall on the first day of October, but will be our "September" Bridge party nevertheless.

LEAGUE DINNER

The Alameda Club will entertain the 1st quarterly meeting of the League of B.& P. W. C. at their regular meeting place, the New Community Hotel in Alameda.

Dr. Lillian Shields is the President of the League and reguests a large attendance. There will be representations from each club in the League.

NOTICE TO ALL JUNIORS!

Will all Juniors please mail their names, addresses, phone numbers, business address, firm name and occupation to Claire Adams, 2255 Ransome Ave., Oakland. It is imperative that this information be given the State League by Sept. 23rd.

—o—

SPECIAL REQUEST

Will every one who can please bring in flowers before noon on the 22nd for the Fall Festival that evening.

BUSINESS WOMENS HERALD

Official Publication of the
BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

Laura E. Pinkston....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
Mrs. J. E. Reid.....Advertising
1608 WEBSTER ST. — OAKLAND 1470

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Hermine Kruger .....Vice-President
Lucy Shinn .....Rec. Secretary
Carrie P. Kennedy.....Cor. Secretary
Cloe Rogers .....Treasurer
Faye Otis .....Auditor

Josephine McClenegan
Executive Secretary
1608 Webster St., Oakland 1470

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Ida W. Havlin
Maud E. Petersen
Ella Saylor
Dr. Luella Swauger
Mary Barmby

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Mary Campbell .....Program
Ella Saylor .....Reception
Mary Barmby .....Activities
Bessie Wood Gustason.....Civic
Dr. Ella McGilvery.....Hospitality
Martha Holmes .....House
Isabel M. Dingwall.....Membership
Anna Ihrig .....Decoration
Ann Ryan .....Emblem
Maude Asher .....Publicity
Harriet Haas .....Revision
Eloise Cushing .....Parliamentarian
Carrie Hall & Zannette Potter.....
.....Service Club Council

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Elizabeth Clow.....Past Officers
Mary Barmby .....Book Review
Zannette Potter .....Philomels

JUNIOR SECTION

Alice Bouchet .....President
Sue Bradley.....Senior Advisor

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FIGURES IN THE AIR

Now that "Lindy" has come and gone, and the thousands who waited hours merely to catch a glimpse of his cheery smile have subsided into ordinary humdrum life,—until the next sensation, we begin to wonder whether all this excitement about aerial stunts is really worth while? After all the thrills are over, and the spectacular exploits have convinced us that the air can be navigated, we are inclined to settle back in our comfortable armchairs, and say, "But it will be a long time before it will be of any real use practically."

As a gentle prod to those who so comfortably "just set", we submit the following fiures:

In San Francisco's flying field, only a little over four months old, there were nearly 400 arrivals and departures of planes in the month of August, in addition to commercial business the planes carrying 600 passengers, and not a single mishap.

In our own airport, so reecntly acq uired, and hardly ready for regular business yet, during the month of August there were 868 landings, and 1146 passengers carried. Planes from all parts of the United States have come to know Oakland in this short time, by landing at its airport.

So Lindy's little monoplane, as it skims from city to city, writes a new massage on the sky. It tells of a new commerce already started, which shall extend over the whole world; new factories to be built to produce the army of planes which shall carry the produce of all nations where ever needed, and shall bring the peoples of all countries into close relationship and better understanding. A true harbinger of peace on earth, impelled by the spirit of good will to all.

JUNIOR JOTTINGS

The Junior Dance is to take place on Friday, the 23rd.

It is to be a Harvest dance and every girl is requested to wear a gingham or inexpensive wash dress, suitable for a real Maud Muller when "she rakes the meadows sweet with hay."

The regular club meeting on the 20th will be a Social Evening. According to a new plan the third Tuesday of each month will be a social meeting and will be the evening for entertaining prospective members.

Keep this in mind, also that the eligible age is from eighteen to twenty-five years.

Harriet Bakewell,
Pub. Chairman

—o—

"We'd never know some folks wuz on a vacation if they didn' come back."

PHILOMEL NEWS

Philomels please take notice that an important rehearsal takes place tonight, Monday, Sept 19, at the club beginning promptly at 7:30 p.m. Last and only practice before singing Thursday night at the big club dinner. Every member expected to be present.

—

Now is the time to join the Philomels. Regular rehearsals are set for Monday night at the Club 7:30 p. m. All who can sing ever so little are welcome to join us. Prospective members will find this section of the Club pleasant and profitable—no better way to spend a season's evenings. Enroll NOW.

—o—

Willie—Pa, what is a parasite?

His Pa—A parasite, son, is a man who walks through a revolving door without doing his share of pushing.

AMONG OURSELVES

The P. O.'s had a delightful time yesterday as the guests of Mabel Kuss at her ranch home near Walnut Creek. A full day of relaxation and joy with old Mt. Diablo looking amiably on.

—

Elsie Richards is back at the club again after a long absence due to her mother's illness and death. She finds a warm welcome.

—

We were glad to welcome Dr. Maude Carter back to the club again after several weeks illness. She has given up her office and is giving the facial and scalp treatments at the homes of her patrons.

—

We regret that Elisabeth Sherman has had to resign as a Director of our club on account of her recent illness. We appreciate the service she has given and bespeak a speedy and complete recovery

Mary Barmby was elected by the board to complete Miss Sherman's term of office.

—

The Holding Co. is asking that you save your newspapers, and when a good large bundle has accumulated, phone to the club rooms and the bundle will be called for, or bring it to the club house, if convenient. Please don't forget.

—

Mrs. Wallace Reid was compelled to cancel her visit to our Club last Thursday because of a wire from Los Angeles requiring her presence in San Francisco on business concerning a new picture.

—

W. S. Ackles presented the plans and explained something of the method of the Re-appraisal Board, and extended an invitation to all property owners to call at the Appraisers Building for any desired information. This is a matter of vital importance and it is the wish of the board to handle it in a scientific manner.

—

Miss Maud M. Freeman was a guest and speaker also. Miss Freeman has been in business 39 years and with the New York Life Ins. for 25 years, she has now retired having an independent income from her own efforts.

She told the members that the secret of her success was saving and living on an undeviating budget.

She holds a card of congratulations from the New York Life for her feat of obtaining the greatest number of paid applications in one month. She had written more business than any person in the company throughout the United States and Canada.

She was an added inspiration to the members because she shows that hard work keeps one young.

—

Mary B. Guber will be the guest of Mabel Kuss at her ranch over the week end.

—

Dr. McGilvery is back at the club after two weeks at her cottage at Clear Lake.

She says she gets more enthusiastic over the place every year. No wonder, for they have now a live woman's club there.

—

Quite a large delegation from our club attended the Card Party in Alameda last Wednesday evening, and report a very lovely affair, a very large crowd, and a very successful undertaking. The Alameda Club started in to do big things during the convention, and it just can't stop now.

Cosy Rosseter and Bird Wilson spent the week end at Carmel, to attend a special performance of Grace Borroughs at the Golden Bough Theatre.

—

Don't miss the regular club dinner on Thursday evening. The "September Morns" have a fine evening in store for your pleasure. The Herald has been informed there will be an unusually fine dinner followed by dancing. So——bring the gentlemen.

Fill out and send in your reservation cards at once. Reservations must be in by Tuesday, 6 P. M.

—

Hermine Kruger spent a happy vacation week at Forest Farms. She dropped in unexpectedly on Josephine McClenegan and Carrie Kennedy and gave them a joyful surprise. At two a. m. last Monday. Mary Campbell came rolling into town from a vacation trip to Tahoe. Pretty late home Mary—or was it early?

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CALENDAR

Sept. 22—DINNER. September Birthdays in charge. All members in good standing free. Guests welcome at $1.00 each.

Sept. 23—JUNIOR DANCE.

Sept. 27—GET-TOGETHER DINNER. Community Hotel, Alameda. California League Business & Profesional Women.

Sept. 29—OPEN HOUSE with P. O.'s as Hostesses. No charge.

Oct. 1—REGULAR BRIDGE LUNCHEON.

Watch this space for Club events.

Note change of date for Regular Bridge Luncheon

FOR RENT

Office and 5-room house completely furnished. 3 garages. Ideal for doctor, dentist, real estate, etc. Address 4000 Foothill Blvd. Ring Mildred Palmer, Phone Andover 3004.

FLAMES

Last year little Jack five years of age, went on a hike with his father up in the mountains over an old and overgrown trail. Father cut blazes on trees here and there to teach Jack how to mark his way in the woods.

This year when the family went to the mountains again, Jack awoke from a nap one day to find that his father had gone on a hike with a friend. He started out to find them. When father returned late and found Jack missing he immediately set out on the old trail realizing that that trail symbolized "hike" to the child.

Sure enough after dark he found a very woe begone little Jack at the end of the trail who said "I would have got back all right, daddy, only I couldn't find our "flames" on the trees.

EX-PRESIDENT'S WIFE

Folks are interested in the news that Mrs. Roosevelt, who is known as a splendid business woman, has bought the historic General Putnam Inn at Brooklyn, Conn, and will operate it as a hotel. Mrs. Roosevelt is said to have used a firm hand in managing the household affairs of the large Roosevelt estate at Oyster Bay and is put down as belonging to that growing class of "successful women in business."

—o—

Eye-brow styles will soon develop into merely dotting the eye.

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Four | Oakland, California, September 26, 1927 | Number Forty

THE BUSINESS AND PROFESSIONAL WOMEN *will enjoy*

Remar Cake

WHICH, WE ASSURE THEM, IS THE FINEST CAKE THEY EVER BOUGHT

Try One Today

Golden Sheaf Remar Co.

It is really worth your while,
The exchanging smile for smile;
Smiles are coin of the domain
Where there's sunshine—never rain.

—Catherine M. Bloom.

AT HOME

Thursday, September 29, 1927, 8:00 p. m.

The P. O's. will be Hostesses at an

Informal at Home

for Members and Guests

at

THE CLUB ROOMS

A Real "Get-Acquainted" Party and Play Time

No Reservations. Just Come.

PAPER DRIVE

There is no excuse for having old papers about the house now. Two paper drives are in full swing, one by the Philomels, our music section, to build up their depleted treasury.

Also one by the Holding Company.

Bring your papers to the club designating whether they are for the Philomels or the Holding Company. Large bundles will be called for.

Notify Mrs. McClenegan at Oakland 1470.

Individual Modes for the Business Woman

COSGRAVE'S

533 14th St., near Clay

LAST CALL FOR THE LEAGUE DINNER

Reservations must be sent in today to Mrs. McClenegan for the dinner tomorrow night of League of B.P.W.C. of California, at the lovely Community Hotel in Alameda. The Alameda Club will act as hostess, and you know what that means. A fine program is planned, and a delightful "get-together evening" assured for the members of all the clubs.

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Dr. Ella McGilvery.....Hospitality
Martha Holmes .....House
Isabel M. Dingwall.....Membership
Anna Ihrig .....Decoration
Ann Ryan .....Emblem
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Zannette Potter .....Philomels

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WHAT IS A WOMAN'S BUSINESS NOWADAYS?

The best sewer-pipe man in Chicago is a woman, they say.

Astrid Rosing, born in Copenhagen, an immigrant at 12, finishing a business course in this country at 16, started out to find a job, to assist in caring for the seven brothers and sisters. She found it with a firm handling building materials, first s stenographer, but soon general superintendent of odd jobs.

With her savings a few years later she backed one of her brothers in a railroad contracting job in the Middle West. He was about to give it up as a failure, when she went to the construction camp and took charge of the job, and FINISHED IT.

No longer could she be content to work for others. So, starting in a small way in the handling of business materials, she now handles everything made of clay and sand and gravel, and Chicago's greatest sky-scrapers have been furnished by her with the foundational work.

She loves it all, but her real inspiration is SEWER PIPE. To her it spells public health and sanitation, representing a vital part of modern civilization, and an indispensable factor in city life.

She is a tall slender woman, with pale gold hair falling softly about a tanned and resolute face. She handles men marvelously, and during the war made a reputation for the quickest deliveries of building material on record.

With it all, she loves beauty, music, books and pictures. She has faced a constant pressure of prejudice against a woman in a man's job, and has won out on merit alone.

"Every time I undertook a job I've known I couldn't fall down on it. I was a woman, and I must make good", she states. Isn't that the secret of every woman's success, whatever the business?

(The Woman Citizen)

BRIDGE PARTY

All who attended the first regular monthly Bridge Luncheon party are on the qui vive for the second one on Saturday, Oct. 1st.

All members and their guests welcome, $1.00 each.

Lunch will be served at one o'clock in the Garden room.

—o—

JUNIOR JOTTINGS

The Juniors are to give a tea on Sunday afternoon, Oct. 30th, with Marion Wharton Chairman of the event. Details will be announced later.

Congratulations are due Mildred Peery and her committee over the success of the dance last week, when all the girls were so pretty in their gingham dresses.

The Junior social evenings will be the 3rd Tuesday in every alternate month instead of every month as stated last week. The next one will be the 3rd Tuesday in November.

WHAT POWER!

Though but thirty-one years have passed since the days of the old Nickelodian, the movie industry has grown to be the fourth largest industry in the United States.

It represents an investment of $2,000,000,000, keeps 300,000 people constantly on its pay roll and there are $52,000,000 paid admissions to the movie shows every week.

Its power for education, entertainment and the development of the artistic perceptions is unsurpassed.

Large liners now run movies in the steerage, depicting historical and patriotic scenes from American history also industrial and other pictures of American life, so that by the time the immigrants arrive they have learned much about the country. These reels are supplied by the government through the Department of Labor.

AMONG OURSELVES

Do you know that there is fried chicken for lunch at our Cafeteria every Tuesday

—

Dr. Minora Kibbe and family are on a vacation trip to Alaska.

Ruth Gibson is away on a vacation. She didn't tell us where.

—

A member has requested the Herald to print more "gossip" as she loves to know what her club friends are doing; it makes her feel better acquainted.

That a good idea. Just whisper the news and the Herald will do the rest.

—

Mildred Palmer, a good club member and a Philomel is moving to Venezuela, South America. Good luck, Mildred and we hope to see you back.

—

Ora Pennington is at home again after a happy two weeks vacation spent at her ranch down in Arizona. Ora is seldom with us in person as she devotes all spare time to her dear old father, ninety-nine vears of age, but she is one of us in spirit.

—

Jeannette Saunders says that surely no member's vacation came up to hers. It was spent in glorious Yosemite where Nature is at her grandest. She met real live bears on a trail and one ursa major came in by the back flap of the tent and ate the family supplies. It surely sounds like a wild party Jeannette.

—

Remember the Bridge Luncheon next Saturday afternoon in the Garden room at one o'clock sharp.

—

All members wishing to become more proficient in Bridge may have the privilege of expert instruction under Mr. T. S. Staples at fifty cents per lesson, providing a class of twenty can be formed. This is a very special price for our club.

If you wish to join the class, leave your name with Mrs. McClenegan, also state whether you would prefer an evening or a Saturday afternoon class.

—

Was there ever a happier party than the September birthdays gave us last week. It also celebrated the winding up of our successful entertainment of the National B. & P. W. C. convention. A telegram of congratulations from the National President, Lena Madesin Phillips, to Mrs. Guber, General Chairman, complimented the Oakland Club, and stated she would be with us in spirit, as she, too, was September born.

Officers and members of the B.P.W.C. Clubs of the East Bay and from the Soroptomists were in attendance, and many club husbands, brothers and "boy friends".

Mrs. White presided in her usual happy manner, and read the clever birthday jingles written by Jennie Hammond. The birthday cake was also Miss Hammond's contribution. She is a great success in both capacities.

The Philomels sang four numbers delightfully, and in the community singing Alice Irwins new club song was given with a vim.

Harriet Irons carried her audience through moods both tender and gay with her lovely rendition of Chopin, and Rudolphine Radil, in her birthday songs and unusual ballads was indeed a joy. The audience gave her the great tribute of perfect silence as the notes of "Last Rose of Summer" died away, unwilling to break the spell.

How fortunate we are to have a well rounded club, with such fine professional members to entertain, and such appreciative business women to enjoy the entertainment.

Alice Zwillinger was equal to the occasion, and presented an original adaptation of September Morn.

The floor was cleared and the band struck up, and dancing followed until another September morn.

—

Have you seen the exhibit in the lobby of The Oakland Bank? It is not only beautiful in design and arrangement but a real eye-opener, to find that practically all the food products we need are grown in the counties immediately at our back; and even manufactures, of especial interest being the patent leather in lovely shades, coming from Napa County. Take a look at it, and learn to know your own neighborhood.

—

Dora Cooley and Ellen Dockery have been enjoying two weeks in the Siskiyou mountains, returning by Redwood Highway. They know where to find the glorious autumn coloring.

—o—

We certainly got our money's worth at tht last Book Review at Mrs. White's studio. Laura Pinkston in reviewing "Your Money's Worth" by Stuart Chase and F. J. Schlink, told us how. Mrs. White gave a delightful reading of "Blue Beard" and several other poems and made a real party of it by serving tea. The next Review will come early in the month, the second Saturday being Oct. 8th. Program announced in next issue of the Herald.

—o—

TRIUMPH OF STANDARDIZATION

"Yeah," said the flapper tourist after she had been ushered through room after room of the magnificent palace at Versailles. "It's pretty nifty, all right. What picture they got showing here this week?"

Emilie J. Edmonds

Face and Scalp Specialist

Reserves Hours 5 to 7 for Business Women

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Room 204

Lakeside 1536

CALENDAR

Sept. 27—GET-TOGETHER DINNER. Community Hotel, Alameda. California League Business & Profesional Women.

Sept. 29—OPEN HOUSE with P. O.'s as Hostesses. No charge.

Oct. 1—REGULAR BRIDGE LUNCHEON.

Watch this space for Club events.

Note change of date for Regular Bridge Luncheon

ADULT NIGHT SCHOOLS

"It's never too late to learn," in the opinion of Lewis B. Avery, director of adult education in the Oakland public schools, who has outlined a program of study for "the older folks" in the evening schools for the fall semester which includes everything from automobile repairing to classical languages.

Mothers and daughters, and fathers and sons often sit side by side in the same evening school classes, he pointed out. "The old folks are just as anxious to learn as the young and often are more conscientious students. Not long ago we had a father and son both working on experiments in the same chemistry laboratory. Often a mother and daughter will come for instruction in the same course. Instructors often speak of the enthusiasm of the older pupils. They come because they want to, not because they have to."

—o—

MAY FLY 10,000 MILES WITH 500 PASSENGERS

If the plans and intentions of Claude H. Freese of San Francisco, formerly an employee of the Zeppelin Company in Germany, work out, the above caption can be used without the qualification. He is standing beside a model of his combined dirigible and heavier-than-air type of airship with five sets of wings of 200-foot spread, 11 motors, an over-all length of 786 feet and a fuel capacity of 30 tons. Mr. Freese figures on a speed of at least 150 miles an hour, and asserts that the "leviathan of the air" could be landed at a speed of but a few miles an hour. The intended running time to Europe with 500 passengers and full supplies is 52 hours.

—o—

A BARGAIN

Dumb Dora (reading sign over ticket office): "Oh, John, it says 'Entire balcony 35c.' Let's get it, so we'll be all alone."

—o—

"I do hate to play cards with a bad loser, don't you?"

"Oh, I don't know. I'd rather play with a bad loser than any kind of winner."

—o—

George: "These young widows have an advantage over you girls, because they know all about men."

Marge: "Yes; and because the only men that know anything about them are dead."

—o—

Bore: "I don't know how it is but I feel all wound up tonight."

Hostess: "That's funny. And still you don't seem to go."

—o—

"I'm worried about my wife's memory."

"Can't she remember anything?"

"It's not that — she remembers everything."

—o—

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Four | Oakland, California, October 3, 1927 | Number Forty-one

The key to success locks the door to excess.
—Columbia Record.

The Gray Shop

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Business Meeting

Thursday, October 6, 1927, 12:00 p. m.

Vital Club Business
will be presented

Also at request of
The Community Council

The Advisability of the City of Oakland
Acquiring a Distributing Plant for the
Mokolumne Water Project
will be considered

Full Attendance Desired

Phone Oakland 1470 for Reservations

LEAGUE DINNER

The first quarterly meeting of California League of Business & Professional Women held at the Community Hotel in Alameda Thursday evening was a very interesting and enjoyable meeting.

The Alameda Club was hostess and every club in the League with the exception of the two at greatest distance was represented. Mrs. Esther Taylor, president of the Alameda Club, presided at the dinner and later turned the chair over to Dr. Lillian Shields, president of the League.

Dr. Shields announced the committee chairmen and outlined the League work for the year. Miss Annie Woodall spoke on the National Federation and Miss Theresa Miekle, assistant district attorney in San Francisco and chairman of the League Legislative committee spoke on legislation. She stated she is outlining a plan for study of legislation, pertaining especially to women, already passed so that the need of further legislation will be better understood by the time the legislature meets again.

The Publicity Committee, headed by Bird M. Wilson and Lillian Wendemuth, plan to issue a quarterly bulletin.

There was a delightful musical program provided by the hostess club and the Oakland club presented a tableau exemplifying the National emblem. The cream of the entertainment was the address of the National Federation president Lena Madesin Phillips impersonated by Helen Burton.

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Laura E. Pinkston....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
Mrs. J. E. Reid.....Advertising
1608 WEBSTER ST. — OAKLAND 1470

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Hermine Kruger .....Vice-President
Lucy Shinn .....Rec. Secretary
Carrie P. Kennedy.....Cor. Secretary
Cloe Rogers .....Treasurer
Faye Otis .....Auditor

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Executive Secretary
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Mary Barmby

CHAIRMEN

Rudolphine Radil.....Music
Mary Campbell .....Program
Ella Saylor .....Reception
Mary Barmby .....Activities
Bessie Wood Gustason.....Civic
Dr. Ella McGilvery.....Hospitality
Martha Holmes .....House
Isabel M. Dingwall.....Membership
Anna Ihrig .....Decoration
Ann Ryan .....Emblem
Maude Asher .....Publicity
Harriet Haas .....Revision
Eloise Cushing .....Parliamentarian
Carrie Hall & Zannette Potter.....
.....Service Club Council

SECTION CHAIRMEN

Elizabeth Clow.....Past Officers
Mary Barmby .....Book Review
Zannette Potter .....Philomels

JUNIOR SECTION

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THE VOLT OF MODERN YOUTH

September the 16th, 1927, was a momentous day in San Francisco history. The city greeted and paid tribute to that renowned youth Charles A. Lindbergh. "As soon as I saw him I understood immediately why people went so crazy about him," said Jesse C. Colman, chairman of the Citizens Committee for the event, who was the first to greet him and the last to say "good bye" — "the strength and character of his face and the sweetness of his expression and his astounding modesty went right to one's heart". The second event of that day, and of greater portent was the rally of one thousand Boy Scouts, with hundreds of parents in the galleries looking on.

Thirty-three of these Scouts attained the honor of "Eagles"; sixty-six were made "Life Scouts"; seventy-nine became "Star Scouts" and 1466 merit badges of one kind and another were awarded.

The enthusiasm of these thousand boys, as the honors were awarded surpassed even that bestowed upon Lindbergh for only the Scouts themselves know with what study and perseverance and real work these honors were earned.

After witnessing both demonstrations and reviewing some of the achievements of outsanding youth of today, Frederick W. Clampett was moved to write:

"In the face of this double event in our beloved San Francisco on Friday, Sept. 16, the charge that modern youth has deteriorated sounds hollow and unreal. We behold not the tragedy of the "revolt of modern youth," but rather the magic of the "Volt of modern youth." There is a dynamic power there, far greater than has ever been known in the history of man. What is needed is wisdom, with discretion, in its application. In all the qualities that belong to a normal, wholesome standard, both physical and mental, youth in America has risen in our day to the greatest height. This is not consistent with the charge of either revolt or deterioration. Youth is now in the renaissance of a glorious series of conquests.

JUNIOR JOTTINGS

Every member must make a special effort to attend the Business meeting, Tuesday, Oct. 4th, at 8:00. Items of considerable importance will be brought up.

Our vice president, Viola Bocca, had a delightfully restful vacation at White Cottages. We are so glad to see her back looking so well.

Ten Juniors attended the first quarterly meeting of the California League of Business & Professional Women in Alameda last Tuesday. The Juniors are affiliated with League.

Harriet Bakewell,
Pub. Chairman

—o—

PUBLIC SPEAKING CLASS

The Public Speaking Class, under the direction of Mrs. Oscar Bennett, will reorganize as a Dramatic Section of the Club on Tuesday evening, Oct. 4th, at 7 P. M. All members who are interested please notify Mrs. McClenegan. Oak. 1470.

SIT ON THE LID

"Build for yourself a strong box,
Fashion each part with care.
When it is as strong as your hand can make it,
Put all your troubles there.
Hide there all thoughts of your failure.
And each bitter cup that you quaff.
Lock all your heart aches within it,
Then sit on the lid and laugh.
Tell no one else of its contents,
Never its secrets share.
When you've dropped in your care and worry,
Keep them forever there.
Hide them from sight so completely
That all the world will never dream half,
Fasten the strong box securely,
Then sit on the lid and laugh."

—o—

IMPOSSIBLE

Ho: "Can you stand on your head?"

Bo: "No; it's too high."

AMONG OURSELVES

Attend the Business meeting on Thursday noon without fail. There will be a discussion of club business of vital interest as well as consideration of the Water Distributing plans of our city.

—

On Oct. the 13th, Mrs. Ida J. D'Egilbert, chairman of Woman's Participation in the Pacific Foreign Trade and Travel Exposition will be our Dinner speaker. Mrs. D'Egilbert is a delightful speaker and has a subject of great interest to Californians. Save the date.

—

The Holding Company Dance will take place two weeks later than usual this month and will be a big Hallowe'en party with plenty of fun and frolic. Watch the Calendar.

—

It was a real "At Home" enjoyed by the members and friends who gathered in the club rooms last Thursday evening. It has been suggested that we use our club house as a home, informally entertaining, as well as for the fine programs given so frequently. So the last Thursday in the month we will be "At Home" to our friends with no formal program.

There was an opportunity for intimate visiting by little groups; some fine games of bridge were played, and other games enjoyed, and a real treat for all when gathered around the tea tables, in the delightful interpretation by Alice G. Moore of stories and poems, the best of which are by her own pen. We appreciate having so talented a club member, and shall look forward to the publication of her poems with eager interest. Betty Clow is to be congratulated on a very successful evening.

—

We are so sorry to hear that Nadine Marshall, whom we regard almost as our own member, daughter of Mary Belle Guber, was injured in an auto accident last Tuesday evening. Mr. Marshall swerved the machine quickly to avoid a collision, and ran into a ditch, throwing Mrs. Marshall into the windshield. She was not seriously injured, but badly cut about the face and head by broken glass.

—

Florence Hill is back in her office this morning—that is, if she succeeded in bringing her 7-weeks vacation to a close on schedule. She went by train to Denver and on to Fort Logan, where she joined her son, Lieutenant Bruce Hill and wife, and together they motored to Washington, D. C., and to old Fort Humphrey in Virginia, where Lieut. Hill is now stationed. Later she visited Philadelphia, New York and Boston, sightseeing and visiting with several old-time California friends and co-workers. Come to the club soon, Florence, and tell us all about it.

—

Phoebe Matthews, Executive Secretary of the Associated Charities, has just returned from a three months' tour of Europe.

—o—

BOOK REVIEW

Next Saturday afternoon, Oct. 3rd, at 2 o'clock. Club members and guests welcome.

Claudine Detoy will take us along an interesting pathway among the Current Events, and Bird M. Wilson will review the book of the month and the much talked-of "Genghis Khan".

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STORY TELLING COURSE

Miss Ruby Minor, president of the Berkeley Business and Professional Women's Club and director of kindergarten and elementary education in the Berkeley schools, is offering two courses under the extension division of the University of California, which will be of considerable interest to mothers, as well as to teachers, librarians, playground workers and others

Miss Minor was trained at Stanford and Columbia universities and has been an instructor for the extension division for some time. She had an active part in the recent national convention of business and professional women held in Oakland.

—o—

HIS REVENGE

The doctor entered the patient's room in the morning and according to habit, looked at the chart the first thing. He was a little surprised to read: "2 A. M. Patient very restless; nurse sleeping quietly."

—o—

A homesick Irishman got a job as crossing guard. He was given a red and a green flag and was told to wave the red one whenever he saw a train coming.

"Away wid ye." said Pat. "Me wave a red flag when I got a grane wan handy? I'd die first!"

CALENDAR

Oct. 6—LUNCHEON—Business Meeting.
Oct. 8—BOOK REVIEW.
Oct. 13—DINNER. Speaker from The Pacific Foreign Trade and Travel Exposition.
Oct. 20—ROUND TABLE LUNCHEON.
Oct. 22—REGULAR MONTHLY BRIDGE LUNCHEON.
Oct. 27—DINNER.
Oct. 28—HOLDING COMPANY DANCE and Hallowe'en Frolic.
Oct. 30—JUNIOR.

Watch this space for Club events.

Helen E. Kling of Kling-Dawers Stationery Co., wishes to thank the many club members and friends for their good wishes and visit to the new store, Elk's Bldg., 1970 Broadway, Oakland. —adv.

PHILOMEL NEWS

There will be no rehearsal tonight.

On next Saturday evening, Oct. the 8th, we will have a Philomel October Frolic. This will be at Wilkinson Springs on the lower Redwood Road three miles beyond the Joaquin Miller Place. Mrs. Alice Wrenn will be hostess. There will be chicken dinner and many surprises. Phone Mrs. Josephine McClenegan, Oakland 1470 or Mrs. Wrenn, Fruitvale 1456-W for reservations.

—o—

WOMEN BARBERS FOR WOMEN

Shanghai:—The bobbed hair craze among the "new women" in China shows no sign of abating. "Women barbers for Women" is the new slogan of the Chinese Young Womens Association and a barber shop operated by Chinese women for women is now in operation at the International settlement.

—o—

Luck is the thing the other fellow's got.

HEALTH HINTS

1. Drink lots of water.
2. Regulate your body with food—not medicine.
3. Eat fruit and vegetables every day.
4. Eat sparingly of fried foods and pastry.
5. Meat once a day is enough.
6. Choose bran muffins and dark bread rather than white bread.

You know the model of your car,
You know just what its powers are.
You treat it with a deal of care
Nor tax it more than it will bear.
But as for self—that's different
Your mechanism may be bent,
Your carburetor gone to grass,
Your engine just a rusty mass.

Your wheels may wobble and your cogs
Be handed over to the dogs.
And you skip and skid and slide
Without a thought of things inside.
What fools, indeed, we mortals are
To lavish care upon a car
With ne'er a bit of time to see
About our own machinery.
—John Kendrick Bangs

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Four | Oakland, California, October 10, 1927 | Number Forty-two

THE BUSINESS AND PROFESSIONAL WOMEN *will enjoy*

Remar Cake

WHICH, WE ASSURE THEM, IS THE FINEST CAKE THEY EVER BOUGHT

Try One Today

Golden Sheaf Remar Co.

DRAMATIC SECTION

Last Tuesday evening the former Public Speaking Class reorganized into a Dramatic Section, under the direction of Mrs. Oscar Bennett. The section will meet every Tuesday evening from seven to nine for the study of poetry, drama and extemporaneous speaking. Any member of the club is eligible to join the dramatic section. There is a small registration fee to defray the expense of a teacher. Come and join the section for the first course of ten lessons and see what a joy they will be.

Remember that growth is life; stagnation is decay.
Remember that by truly living you help others to live.

DINNER

Thursday, October 13, 1927, 6:15 p. m.

$1.00 THE PLATE

Speakers

WILLIAM D'EGILBERT
General Director

MRS. WILLIAM D'EGILBERT
HON. DIRECTOR OF WOMAN'S PARTICIPATION

and

MR. J. FREDERICK RICHARDSON
VICE CHAIRMAN
of the
PACIFIC FOREIGN TRADE & TRAVEL EXPOSITION BOARD

Music

Joseph Stipinovitch, Russian Lyric Tenor
Zylpha Allen at the Piano

National Dances in Costume
Direction of Alice Zwillinger

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Mary Barmby .....Activities
Bessie Wood Gustason.....Civic
Dr. Ella McGilvery.....Hospitality
Martha Holmes .....House
Isabel M. Dingwall.....Membership
Anna Ihrig .....Decoration
Ann Ryan .....Emblem
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Laura E. Pinkston, Chairman
Letitia Andrews, Hermine L. Kruger
Ann Ryan, Dr. Luella S. Swauger

REAL PREPAREDNESS

Would that every father and mother could read and ponder over Avery Strakasch's article, "A Woman in Law," in a recent Saturday Evening Post. It is a story of the life of Mabel Walker Willebrandt, assistant Attorney General of the U. S. It throws into high relief the close companionship and harmony between parents and child from her earliest days; the reading and discussion of good literature from the classics to the best books and magazines of the day. Also it was in the home that she heard as a matter of course political and civic questions discussed and it was there that her mind was stimulated to first hand investigation. "It was part of the Walker credo," says Strakasch, "that a girl should be brought up as independently as a boy, and fitted to earn her own living and in the free life of the country in which they lived Mabel had to learn self reliance."

Given a sound body and intelligence, a child is bound to flourish in such an atmosphere and become a blessing to mankind.

Another point that is strongly brought out in the article is that man cannot always know whither he is tending but that the acquiring of knowledge with a definite purpose in view prepares the mind to grasp undreamed of opportunities.

THE END OF A PERMANENT WAVE"

When you come to the end of a
"permanent wave'.
And you look at yourself in the
glass,
Your hair is quite straight, and
your neck needs a shave,
And you seem to have lost all
your class.

Do you think what the end of
a "permanent wave"
Can mean to a woman that's
broke?
Though she holds back her
tears and tries to be brave,
With grief she feels that she'll
choke.

Well, this is the end of a "permanent wave,"
And once more my life's full
of care.
When I thnk what lots of coin
I could save,
If I had not cut off my hair.

There's just one thing to do at
the end of a "wave,"
If you'll listen, dear girls, I
will tell:
Don't think for a moment a
cent you can save,
But go out and get a "marcelle."

San Diego B. & P. W. C.
Paper "The Mop."

JUNIOR JOTTINGS

At our last meeting we were very pleased to have Miss McIntosh, of Pasadena, with us. Our visitor told us of the activities of the Triangle Club of the Pasadena Y. W. C. A., and things are certainly being accomplished down there.

Plans are being completed for the Junior's informal tea on Oct. 30th.

And another Junior Dance is to be given on Nov. 4th and is to be known as the "Fall Hop". Evelyn Baldaramas is chairfan with Mary Allen, Harriet Bakewell, Grace Haskin, and Marion Wharton assisting.

We were so glad to see our old member, Phoebe Garrison down at club the other night, we only wish that she would come oftener.

Harriet Bakewell,
Pub. Chairman.

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AMONG OURSELVES

The club in business meeting last Thursday unanimously endorsed the proposed bond election to take place next month, to enable the City of Oakland to acquire a distributing plant for the water brought in by the Mokolumne Water Project.

—

Will the person who borrowed "The Immortal Marriage" from the Club library please return the book at once. It is now about six weeks overdue.

—

Helena Gamble has just returned from a happy vacation spent in Long Beach. She found the Long Beach B. & P. W. C. thriving and rejoicing in having reached their goal of one hundred members.

—

What a happy thought of our President, Mrs. White, to inaugurate the BRIDGE LUNCHEONS on the fourth Saturday in each month. They are not only delightful in themselves, but provide a very satisfactory way of returning a social obligation, which our club members seem to appreciate, judging by their generous response. Mrs. McClenegan provides very dainty menus, and Mrs. Kennedy is kept very busy providing the prizes. The door prizes afforded a lot of fun last week, for none of us are so grown up as not to like a little mystery. The next one will be October 22nd.

—

Florence Everett has recently returned from a vacation spent in San Diego. She reports having had a delightful visit in the lovely Southern City.

—

Hallowe'en is coming on. The Holding Company is mindful of the date and has already captured witches and hobgoblins for their Hallowe'en ball and best of all, have a fine fortune teller to "put you wise" for the coming year.

—

Remember—two paper drives are on—The Philomels and the Holding Co. are running a close race. Send in your bundles marked for one or the other.

The Herald has just learned that Ella Flynn went on an airplane trip yhile on her vacation at Catalina recently. That's flying pretty high Ella.

—

The "San Francisco Business Woman" has discovered that the San Francisco Club also has a lot of September birthdays in its membership.

The Kansas City Business Woman says: "Persons born in September are liberal, affectionate, and warm-hearted; they are unusually attractive in personality."

We've known that ever since the Septembers gave their birthday party last month.

—

We congratulate Kappa Beta Pi, the women's national legal sorority, on selecting our club member, Harriet Haas, as its President for this district for the next year. We know with what ability, dignity and charm she will fill the position.

—o—

OUR CAFETERIA

At the business meeting last Thursday the subject of continuing the Cafeteria was thoroughly discussed. This is a most important department of the club and much enjoyed, but is running a deficit because of the small patronage.

Watch for proposed plans in the next issue of the Herald.

—o—

FROM OUR EXCHANGES

After telling many of the delights along the way on the President's Special on the way to the Convention, through her Club paper, the Kansas City Business Woman Erma Reece said:

"My space allotment will not permit me to tell you of the many other wonderful things we saw, of the most gracious hospitality we enjoyed at every stop, of the unbelievable clock-like smoothness of our entertainment at the various points. But I particularly want to mention Los Angeles, where a baby club of about fifty entertained us, anticipating every possible desire; as large as is the city of Los Angeles, it seemed that everywhere we turned we saw a "Busanpro" girl, ready to answer questions and direct us to the next item on the program, all in the most gracious and friendly way."

Beauty Under the Sea

The most beautiful place I ever saw was the sea-bed under the glass-bottomed boat at Catalina Island.

On a glorious summer day, when the air was like wine, the blue sky above us was dotted with white fleecy clouds, the greenish-blue waters of the Pacific Ocean were shimmering under the brilliant semi-tropical sun, we sailed out into the sea-weed region, some distance from the shore; and when we began to see what we came to see, I can truthfully say I have never viewed a more beautiful or novel sight.

At first, the seaweed was small, somewhat like the kelp washed up on shore after a storm, but as we began to pass over the tall, rank growths, it grew more intriguing and enthralling every moment. I was enraptured; it was like fairy land; one felt as though transported on a magic carpet to another world.

The whole aspect of the sea-bed at this point was like an exotic submarine garden. One could scarcely believe it was real, and the journey was over all too soon. We were brought to the everyday world by the boat scraping the pier, and the wonderful under-sea sight on the beautiful Avalon coast was a treasured memory.

Mrs. Lena Scurlock
Kansas City Business Woman

Emilie J. Edmonds

Face and Scalp Specialist

Reserves Hours 5 to 7 for Business Women

1608 Webster Street

Room 204 Lakeside 1536

CALENDAR

Oct. 13—DINNER. Speaker from The Pacific Foreign Trade and Travel Exposition.

Oct. 20—ROUND TABLE LUNCHEON.

Oct. 22—REGULAR MONTHLY BRIDGE LUNCHEON.

Oct. 27—DINNER.

Oct. 28—HOLDING COMPANY DANCE and Hallowe'en Frolic.

Oct. 30—JUNIOR TEA.

Watch this space for Club events.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 12, 1912.

Of Business Women's Herald, published weekly at Oakland, Calif., for October 1, 1927, State of California, County of Alameda, ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Laura E. Pinkston, who, having been duly sworn according to law, deposes and says that she is the Managing Editor of the Business Women's Herald, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations.

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher Business & Professional Women's Club, 1608 Webster Street; Editor and Managing Editor (Mrs.) Laura E. Pinkston, 2932 E. 16th Street; Associate Editor (Miss) Bird M. Wilson, 315 19th Street.

2. That the owner is:

Business & Professional Women's Club, an incorporated body, a non-profit organization, having no capital stock; the officers of which are: Pres. Josephine Swan White, 663 11th St.; Vice Pres. Hermine L. Kruger, 2281 Central Ave., Alameda; Secy. Lucy Shinn, 3838 Harrison St.; Treas. Clo Rogers, Central National Bank, Broadway & 14th Street.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are none.

4. That the two paragraphs next above, giving the names contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

LAURA E. PINKSTON,
Editor and Business Manager.

Sworn to and subscribed before me this 31st day of March, 1927.
(Seal)

DORA E. COOLEY, Notary Public.
(My commission expires March 19, 1930.)

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Four | Oakland, California, October 17, 1927 | Number Forty-three

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LUNCHEON

Thursday, October 20, 1927, 12:15 p. m.

Round Table Talks

by our Members

Elizabeth Clow, Insurance Broker

and

Elsie O. Stoltz, Yellow Lantern Gift Shop

also

Helen Sweat Artieda

will speak on

A Woman's Division in the Police Department

Please phone Oakland 1470 for reservations

BRIDGE LUNCHEON

Next Saturday afternoon there will be another Bridge Luncheon. One member has already engaged four tables to entertain friends. It is proving to be a delightful way for busy members to repay social obligations.

The luncheons are delicious, the game is interesting and the Company is delightful. What more could one ask? All club members and their guests are welcome.

CAFETERIA ADVISORY COMMITTEE

Jennie M. Hammond, Chairman, Martha Holmes, Dr. Lillian Shields, Josephine McClenegan, Ella Saylor and Hermine Kruger.

—o—

BUTTERFLY DAY

A late Indian Summer Butterfly day is to be put on by the Holding Company from eleven a. m. to six p. m. on Saturday, Nov. 12th at the club rooms. What is it? Nobody knows but the Holding Company and they won't tell—just yet.

LIFE UNIVERSAL

"Life exists on other planets in some form," avers Dr. W. W. Campbell, famous astronomer and president of the University of California. "Our earth is just an insignificant point in the universe of countless spheres. Therefore it is unthinkable to assume that our world is the only planet that supports life.

Oxygen and water exist on other planets according to astonomical research, and wherever these are found life is possible" he said.

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Laura E. Pinkston....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
Mrs. J. E. Reid.....Advertising
1608 WEBSTER ST. — OAKLAND 1470

Issued every Monday in the interests of the Business and Professional Women's Club

Subscription Price $1.00 per year

Entered as second class matter, Jan. 17th, 1927, at the post office at Oakland, California, under the Act of March 3, 1879.

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Hermine Kruger .....Vice-President
Lucy Shinn .....Rec. Secretary
Carrie P. Kennedy.....Cor. Secretary
Cloe Rogers .....Treasurer
Faye Otis .....Auditor

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Executive Secretary
1608 Webster St., Oakland 1470

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Mary Barmby

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Mary Campbell .....Program
Ella Saylor .....Reception
Mary Barmby .....Activities
Bessie Wood Gustason.....Civic
Dr. Ella McGilvery.....Hospitality
Martha Holmes .....House
Isabel M. Dingwall.....Membership
Anna Ihrig .....Decoration
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Alice Bouchet .....President
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FOR FRIENDLY SERVICE

Laura E. Pinkston, Chairman
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Franklin at 19th St.; Oakland

NOT WHEN DO WE EAT, BUT WHERE?

To eat, or not to eat, in our Garden Room. That is the question. Whether 'tis better to satisfy the pangs of hunger with our own good food, or to strew our shekels broadcast in the town, and close the place ere bankruptcy o'ertakes us. To eat; and make it pay. Ay, there's the rub.

In other words, what are we going to do with our Cafeteria? It is now running with a deficit, simply because of lack of patronage. With the same overhead expense it could take care of many more, and pay its way.

At the last business meeting it was decided to keep it running for another month and in the meantime try to find out what the membership as a whole would like. If a different type of meal is desired, or different service, let us know it. If it is not filling a need in the lives of our members, let's wipe away a tear or two and close it up. At any rate, let's have an expression of the desire of each member in the matter. You will find on another page a set of questions to answer. Many of you cannot get here to business meetings to discuss the subject, but here is your opportunity to "speak up in meetin". Let's hear from every one.

We do have fresh vegetables, fresh fruit, and the very best quality food throughout, at very reasonable prices. We have a pleasant room in which to eat this food, and an opportunity for a pleasant chat with friends while there, as well as a place to bring outsiders. It is our own home, and we are the persons most interested in its success. If those of us who lunch down town daily would take but one-half of those meals at our own place, it would run at a profit.

This same problem has troubled every club that has attempted a lunch room, but we have not been afraid to tackle other difficult jobs, and have put them through successfully. So there's no reason why we can't do the same here. And we will, won't we?

NIGHT LIFE

"Night life in our great cities does not all revolve around night clubs and gay white ways," said Mabel J. Eichel of the new School of Social Research in New York, writing in the University of California extension division publication, "The Spokesman."

Recalling that over 800,000 were served by the University of California extension division during the last year, she said: "Education is acquiring luminary qualities undreamed of in the past, drawing within its circle many who find it a satisfying form of recreation and stimulation. Increasing numbers of people, with note books tucked under their arms, are spending their evening hours in the institutions for higher education which are coming into existence as part of the adult educational movement spreading over the civilized world.

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Direct from Ranch at Lafayette by Parcel Post C.O.D.
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25 lbs. 6.65
50 lbs. 13.20
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Telephone Oakland 1656

AMONG OURSELVES

Save Oct. the 28th for Hallowe'en Dance of the Holding Company. Fancy costume will be in order, witches and hob goblins welcome.

—

It is with great regret that we part with Mrs. Zayda Bartley, who is leaving us to make her home in Detroit. She is to have charge of the circulating library in the Woman's City Club, a work for which she is well fitted.

—

Miss J. Florence Moore, one of our members, was seriously injured in an auto accident while on her way to San Jose with her sister Mrs. Krone, on the 11th. We are happy to report that she is making a very satisfactory recovery at Oakland Central Hospital.

—

Miss Elisabeth Sherman was a most welcome visitor at the club last week. She reported feeling quite herself again after her long illness.

—

Miss Vida Jenkins, our little assistant at the club is on duty again today after a week's illness. We missed her sweet smiles.

—

Another delightful evening of entertainment, instruction and uplift, last Thursday when Mrs. d'Egilbert, with exquisite grace and charm told of women's participation in the coming Foreign Trade Exposition to be held in San Francisco, beginning on Peace Day, nov. 11th; Mr. d'Egilbert enlightened us as to the nature and purpose of the Exposition, and Mr. Richardson led us to see the philosophy of service in such gestures. We all want to see the exhibits from all countries, and to view the pageant encompassing the history of civilization. And next year we want to hold the Exposition in Oakland.

Mr. Stipinovitch in a group of Italian songs was a real joy, and Alice Zwillinger's pupils in dances of all nations delighted everyone.

—

The P. O's. will picnic at Miss Clow's country home at Lafayette on Sunday, Oct. 23. Make reservations with Mrs. McClenegan.

HOTEL OAKLAND

where guests are assured every first-class Hotel Service *combined* with comfort.

Unexcelled Cuisine Convenient Location

Reasonable Rates

Management W. C. JURGENS

Miss Georgia Maiden entertained our French Group at a French Play at Wheeler Hall, U. C. Campus on Thursday evening after the club dinner. Her guests were Loretta Warner, Dora Cooley, Hazel Steen, Claudine De Toy, Josephine McClenegan and Ora Egan.

—

Last Saturday night several machine loads of those gay birds, the Philomels, went on a moonlight picnic to Wilkinson's Springs. After a delicious box lunch of fried chicken and other goodies, prepared by Mrs. McClenegan, they enjoyed a program of songs, violin solos and recitations. Miss Rhobie Irwin and Miss Rae were initiated, and became full-fledged Philomels after they had been rescued by the silver notes of the Nightingale, Mrs. Bunker, from the ghosts, who had captured them and dragged them up the hill. Although not invited, three men were present—a lounge lizard, a pirate and Si Perkins. As they proved good dancers we were glad we had permitted them to stay.

It was a happy thought on the part of Mrs. Wrenn to invite us to Wilkinson's Springs. We liked the place and the people.

Mrs. Leonora Daska president of the San Leandro Club, a guest of the evening, invited the Philomels to sing for her club on Tuesday, Oct. 18th.

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CALENDAR

OCT. 18—DRAMATIC SECTION 7 to 8 P. M. and each succeeding Tuesday.
JUNIOR BUSINESS MEETING.
Flossie M. Warner, Speaker.

Oct. 20—ROUND TABLE LUNCHEON.

Oct. 22—REGULAR MONTHLY BRIDGE LUNCHEON.

Oct. 27—DINNER.

Oct. 28—HOLDING COMPANY DANCE and Hallowe'en Frolic.

Oct. 30—JUNIOR TEA.

Watch this space for Club events.

JUNIOR JOTTINGS

A business meeting will be held on Oct. 18th at 8:00, important matters that need the attention of every member are to be brought up. An added attraction will be Miss F. M. Warner, of the Seniors, a member of the Past Officers Section, who is to speak to the members on her experiences in Europe during the war. Every member should make a special effort to hear her.

The plans for the tea are being worked out by an able committee, but a request from the president and the chairman for the event, is made that every member come to the meeting, Tuesday, prepared to finance the tea to the extent of 25c a piece. This assistance will help the club meet the necessary expenses.

The date of our next dance is November 4th, come to the meting and get your bids.

Harriet Bakewell,
Pub. Chairman.

SPECIAL REQUEST

At the last business meeting it was revealed that our Cafeteria is not paying, solely from lack of numbers. Those who do attend find the food excellent. Possibly members may not like Cafeteria service and a change would be welcome. The Advisory Committee earnestly requests an expression of opinions and desires from every member. Kindly fill out attached coupon and drop in box at the club or mail it in as a basis for discussion at the November Business Meeting.

CAFETERIA COUPON

1. Do the Club members wish the serving of daily luncheons continued? .....
2. Cafeteria style? .....
3. Set luncheons at 35c and 50c or A la carte served? .....
4. Should the luncheons be open to general public? .....
5. Or to members alone and their guests by card? .....

Remarks .....

Hallowe'en Party Goods

Bridge Prizes
Birthday Gifts

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Four | Oakland, California, October 24, 1927 | Number Forty-four

THE BUSINESS AND PROFESSIONAL WOMEN

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Try One Today

Golden Sheaf Remar Co.

Twixt optimist and pessimist the difference is droll.
The optimist sees the doughnut; the pessimist the hole.

DINNER

FRIDAY, OCTOBER 28th, 1927. 6:30 P. M.

Surprise Program by the
OCTOBER BIRTHDAYS
Followed by

HALLOWE'EN DANCE

and

CARD PARTY

The Annual Frolic by The Holding Company
A Renowned Gypsy Fortune Teller
will reveal your future

DINNER ALONE $1.00 — DANCE ALONE 75c

Special Combination Price for both
Dinner and Dance
$1.50

Note change in dinner day

Phone Oakland 1470 for Reservations

HALLOWE'EN DANCE

The annual Hallowe'en dance and frolic sponsored by the Holding Company each year will take place on Friday, Oct. 28th, and will be preceeded by the regular club dinner. The club decided to put their dinner over one day and join with the Holding Company party. The dinner alone will be $1.00 and the dance alone 75c as usual, but for those attending both there is a special price of $1.50.

DRAMATIC SECTION

The Dramatic Section meets every Tuesday evening from 7 to 9 oclock at the club rooms. It is taking a regular University Extension course under Mrs. Oscar Bennett.

The section is growing in numbers and enthusiasm. All club members are eligible.

—o—

PATRONIZE OUR ADVERTISERS—TELL THEM YOU SAW IT IN THE HERALD.

OUR LIBRARY

New books purchased for the library last month were Jalna by de La Roche, The Grandmothers, by Glenway Westcott, Count Luckner, the Sea Devil, by Lowell Thomas and The Thunderer by E. Barrington.

Mrs. Z. Bartley presented Anthony Comstock by Heywood Brown and Margaret Leech, also How Much Shall I Give, by Lillian Brant.

Will the person who borrowed the Immortal Marriage from the library, please return it? It is long over due.

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THE FIRST FIFTY YEARS

"It's the first fifty years of a woman's life that are the hardest; after that, she's free", says Virginia Terhune Van de Water, in discussing the age of indiscretion.

She also says that "nobody gossips about a grandmother; they take it for granted she could not be indiscreet if she tried." Well, maybe so, as the Indians say. But in these days of attractive grandmothers and even great-grandmothers, especially if they are business women, who can say?

However, she makes a strong and sensible plea for forgetting the years, and being only as old as we feel. She warns against a letting-down of interest in the affairs of the world; in indulging in lazy habits, of mind and body. When the old interests drop out of your lives, take up new ones. When the children or the old people no longer need such constant attention, take up the study or the recreation or travel that you've been longing for. And remember, at any age, there are still problems to solve, still sensations you haven't known.

"Do you always walk as if you were hurrying to catch a train?" she was asked by her physician. "Yes", she replied, "it's a habit I acquired years ago." "Well, don't stop it", the doctor said. "Perhaps you will keep on going so fast that old age will never catch up with you."

As business women we are perfectly safe for the first fifty years. We're too busy to become laggards, and too much absorbed to become indiscreet. But in the second fifty years, watch out. First of all, join a good, lively club. If you're lonely, there you will find companionship. If you want new ideas, attend club programs, and club discussions. If you're getting sluggish, work on a club committee. If you want inspiration, listen to the stories of the lives of club members. If you want uplift, grasp the opportunities for service in the community that your club affords. You'll find something interesting happening every minute, and you won't want to be out of it.

ACTIVE AND PASSIVE SENSES

The ear can never be much more than a helpless catch-basket. That is, the ear can not, like the eye, look around for intelligence. The eye is an instinctive sportsman and hunter. The ear waits for game to come to it, but the eye can jump up at any moment and take a shot. The ear is a receiver of sound, but the eye is a roaming, roving pursuer and capturer of sights, from the sky down to the printed page covered with words and ideas.

The eye can trim itself to a speed of its own, but the ear always must keep time to a tune, or wait for a talker to finish his sentence. Observation by the ear is controlled much by outsiders, but the eye registers on its own hook whenever it opens.

Richard Washburn Child.

"What mechanical contrivance figures largely in the works of Washington Irving?"
"Give up."
"Ichabod Crane."

Emilie J. Edmonds
Face and Scalp Specialist
Reserves Hours 5 to 7 for Business Women
1608 Webster Street
Room 204 Lakeside 1536

AMONG OURSELVES

The Holding Company says, come to the Hallowe'en Dance on next Friday. It will be the best one ever. Also keep in mind the "Butterfly Day" Nov. the 12th.

—

Miss Lucy Shinn has resigned as recording secretary for the club because of serious illness in the family.

Mrs. J. E. Reid has been appointed to complete her term.

—

A new Truth center has been organized under the leadership of Alice Burnell. Its purpose is to analyse the laws of mind and man's relationship to the Infinite. The meetings take place every Wednesday evening at 7:45, in Sunset Hall. Subject for this Wednesday, "Making Dreams Come True Through Faith."

—

Remember the Junior Tea on the 30th. Let us attend and show our interest in our Junior Section.

—

The Bridge Party last Saturday was a very happy affair. These parties taking place the fourth Saturday of each month, are growing in popularity.

—

Alice Kirkland is in Merritt Hospital having had an operation for appendicitis. Such a good business woman should know better Alice, but we are glad you are making a fine recovery.

—

Note the Combination dinner and Hallowe'en dance on Friday evening, instead of the regular Thursday dinner.

—

That there is a crying need for an educational course along simple business lines for the general public is the conclusion of Elizabeth Clow, our Round Table speaker at the club luncheon last Thursday.

She has found during her business experience, she said, a surprising and pitiful ignorance among both men and women as to where and how to sign their names in the simplest transactions.

Miss Clow's interesting talk on how she came to be an insurance broker, demonstrated anew the value of our round table talks in acquainting our members with one another.

—

J. Florence Moore has expressed her appreciation of the interest of her fellow club members. She feels it is aiding in her recovery from her recent accident.

—

Ella and Mabel Saylor and Mary Belle Guber were guests of Dr. Ella McGilvery at her Clear Lake Oaks Cottage, over the week end. This was the real celebration that this group has been promising itself ever since the strenuous days of the Convention.

—

The need of a division of police women as a permanent feature of our police department, was most interestingly stated by Helen Artieda on Thursday. A charter amendment will be asked at the next primary election, to enable the City Council to provide such a division. Berkeley and Alameda have both had policewomen for years, and we as business women can fully appreciate their need in a city of Oakland's size, especially as a preventive measure in the delinquency of young girls and boys.

—o—

JUNIOR TEA

Alice Bouchet, president of the Juniors, extends a most cordial invitation to the Seniors and their friends to th Junior Tea on Sunday afternoon, Oct. 30th. The tea will take place at the club rooms from three to five o'clock, under the auspices of the Juniors.

—o—

PHILOMEL NEWS

Philomels, at last Monday night's meeting, accepted an invitation from the Board of Directors thru Mary Campbell, program chairman, to provide the musical program for the Christmas exercises of the Club given each year in December. So instead of sitting at the tables to witness the processional and recessional and to hear the joyous singing of the carols why not this year be one of those who will meet every Monday night at the club to practice these and many other beautiful songs—in other words join the Philomels. Altos are needed badly.

The election of officers for the coming year resulted as follows: Zannette Potter, director and chairman; vice, Mabel Saylor; Ruth Gibson, secretary; Mary Campbell, treasurer; Robie Irwin, sergeant at arms. This section will meet every Monday night and enjoy a dinner and program once each month to which club members are always welcome.

The paper drive is still on—and the Philomel treasury is in much need of funds. Take bundles direct to Bekins if possible.

—o—

OUR ADVERTISERS

Have you noticed the variety of our advertisements and do you say "I saw it in the Herald" when making a purchase?

The Gray Shop and Hyman's and Cosgroves offer the finest that is to be had in the line of up-to-date coats, suits and party frocks. The Clean Cleaners will keep them in condition.

May M. Niedt makes distinctive hats at moderate prices. Could one ask for lovelier things than are to be found at our two gift shops, the Yellow Lantern and the Copper Shoppe? For food just consult the Remar, the Colonial and Superior Ice Cream ads Today we have Walnuts, fresh from the trees. Helen Kling is waiting to supply you with Hallowe'en ideas and favors. Faye Otis will equip your office. Ora Egan will do you an artistic job of Linotyping and there's Cooley & Parker to do printing. Emily Edmunds and Iva Haviland and Xorol Oliver will enhance your beauty. Hotel Oakland makes visitors to our City glad they came, while Saylor's Choclates are renowned. Miller & Warneke will plan your buildings. Bekins will always store your goods and Bessie Gustason will do the last thing on earth for you.

Just say "I saw it in the Herald".

CALENDAR

OCT. 24—PHILOMELS 7 to 9 P. M.

OCT. 25—DRAMATIC SECTION 7 to 9 P. M.

OCT. 28—DINNER and HOLDING COMPANY DANCE and HALLOWE'EN FROLIC.

Oct. 30—JUNIOR TEA.

Watch this space for Club events.

WOMAN AVIATOR

Fraulein Thea Rasche, the only woman pilot and airplane owner in Germany, stated recently that she would attempt to fly the Atlantic immediately if she had a suitable airplane.

Fraulein Rasche has taken part in several airplane stunt meetings and races and has frequently won first prizes against her male competitors, among whom were some of Germany's best pilots. Fraulein Rasche owns a small red Udet two-seater biplane with a 100 horsepower air-cooled Siemens ngine. Its price was 25,000 marks. She has made an arrangement with the German Luft Hansa to house her airplane in the sheds of that company on any one of the more than 60 airports in Germany. Her residence is in Hamburg, where she pays 100 marks shed-rent monthly for her machine which is only twice as much as the garage rent for a small car here. She is now planning a flight to various European countries and hopes to arrange with the women pilots of England and France an international women's airplane meeeting.

—o—

LOAN SOCIETIES HELP TO BUILD 530,000 HOMES

At least 530,000 houses were financed by building and loan associations of the Nation last year, providing homes for more than 2,000,000 people.

Real Estate Problems?

Consult Your Realtor

WILLIE MAY BRIDGE

1606 Webster St.

FROM OUR EXCHANGES

The Pelican, official organ of the Louisiana State Federation B. & P. W. C. says. "Who ever heard of "goobers" in California. Yet the Oakland Club has a prize variety in the person of Mrs. Mary Belle Guber, general chairman of the Convention, who handled this stupendous task with ease and ability. The success of the Convention was largely due to her efforts, combined with excellent team work and whole hearted co-operation of every member.

—

"In looking over the California papers of Convention week in Oakland we knew that 'Gone are the days when wimmen had no show,' for the publicity given the business and professional women of the nation was splendid. When we greeted our hostess with 'California we are here,' California already knew we had arrived and were not slow to recognize the fact. Their work and that of all the newspaper women was marvelous.

—

The Pelican also expresses great joy that Louisiana won the Convention for 1928 and announces the appointment of Mrs. Louise Boyer of the Saenger Amusement Company of New Orleans as general chairman. A two-day meeting of National Committee Chairman has been scheduled for November 13th and 14th. They are on their way and Oakland Club says, "Here's to success."

—o—

If you should take a ride on a jackass, John, it would remind me of a certain fruit.

What fruit?

A beautiful pear (pair).

Hallowe'en Decorations

and General Line of Party Favors

Now is the best time to select your Xmas Greeting Cards

KLING-DAWERS STATIONERY CO.

Elk's Bldg., 1970 Broadway

Bessie Wood Gustason

(Bessie J. Wood)

A Woman Undertaker

2850 Telegraph Ave.

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Hats Moulded to the Head

Moderate Prices

31 GRAND AVENUE

CLUB MEMBER LAKE. 2868

Superior Ice Cream + Superior Service = Satisfaction

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Four | Oakland, California, October 31, 1927 | Number Forty-five

SONG OF THE SEEKERS

By Vernal Bronson House

"We are the seekers who long have sought
The message of spheres unseen;
We are the minds that the years have wrought
To wisdom and hearts serene;
We are the thinkers of worlds of thought,
The dreamers of endless dreams;
We are the souls that at times have caught
The wisdom of higher themes.
We are the voice of the wind and sea
That sings of a Law supreme;
We are the prophets of worlds to be,
We have our dreams to dream;
We are the keepers who guard the key
That leads to Eternal Truth;
We are the eyes that forever see
The purpose of Age and Youth.
"We are the seekers; we seek to know,
And in the knowing to find
The truest way that the heart should go
For Beauty and peace of mind.
We are the music of stars at night,
A pulse in the changeless scheme;
We are the seekers who seek the light,
We have our dreams to dream."

VOTE FOR THE WATER BONDS

Tomorrow is election day

Endorsed by
Business and Professional Women's Club

Did you ever notice that no matter how much or how little beauty the Creator may have endowed you with, you are better looking when you smile. — Personal Efficiency.

CALIFORNIA STATE LIBRARY

LUNCHEON

Thursday, November 3, 1927, 12:15 p. m.

Business Meeting

To Be or Not to Be?

That's the Question Concerning

The Cafeteria

COME ONE! COME ALL!

Your Advice and Opinions Are Needed

Phone Oakland 1470 for Reservations

The Club voted at dinner Friday evening to join in the protest of the Chamber of Commerce against the proposed City general license tax ordinance in its present form.

BUSINESS WOMENS HERALD

Official Publication of the
BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

Laura E. Pinkston....Editor & Bus. Manager
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1608 WEBSTER ST. — OAKLAND 1470

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Subscription Price $1.00 per year

Entered as second class matter, Jan. 17th, 1927, at the post office at Oakland, California, under the Act of March 3, 1879.

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Cloe Rogers .....Treasurer
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Mary Barmby .....Activities
Bessie Wood Gustason.....Civic
Dr. Ella McGilvery.....Hospitality
Martha Holmes .....House
Isabel M. Dingwall.....Membership
Anna Ihrig .....Decoration
Ann Ryan .....Emblem
Maude Asher .....Publicity
Harriet Haas .....Revision
Eloise Cushing .....Parliamentarian
Carrie Hall & Zannette Potter.....
.....Service Club Council

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Elizabeth Clow.....Past Officers
Mary Barmby .....Book Review
Zannette Potter .....Philomels

JUNIOR SECTION

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Sue Bradley.....Senior Advisor

SUNSHINE COMMITTEE
FOR FRIENDLY SERVICE

Laura E. Pinkston, Chairman
Letitia Andrews, Hermine L. Kruger
Ann Ryan, Dr. Luella S. Swauger

COPPER SHOP

Christmas Cards now on display
Make your selection early
Mrs. B. G. Whitaker
Opposite Hotel Leamington
Franklin at 19th St.; Oakland

THE WOMEN HAVE THEM GUESSING!

In San Francisco the politicians are all guessing, because of the big registration of women voters. For the first time it approaches the number of men voters.

No matter what has caused this stimulation of activity on the part of the women, let us rejoice; and let us hope that a large proportion of those who registered will keep up the good work, and vote.

They have an interesting campaign over there for the office of Mayor, which probably explains the unusual interest. But at every election of great importance to each of us women, personally, especially to members of a service club.

If we are registering in equal numbers with the men now, how long will it be until we gain the advantage of outnumbering them? And what then? Can you picture the pendulum swinging so far as to have a vast majority of the votes cast by women? Who can say it may not be?

At any rate, we have shouldered the responsibility of doing our part in bringing about the best government for all the people, and we would not cast this aside. In every election there are questions to be determined by our votes which touch a vital part in the homes of America, and the public welfare. More than that, at times there are matters that suggest possibilities of even international magnitude, and our minds thrill at the thought of being ever so small a factor in bringing about international co-operation for world peace.

Therefore let us feel the importance of being alive to the issues of the day, and making ourselves more truly intelligent voters.

To-morrow is our opportunity to put this sentiment into practice. VOTE ON THE WATER BONDS.

JUNIOR JOTTINGS

Tuesday night, Nov. 1st, is the annual meeting and election of officers for the coming year. This is the most important meeting of the club year and every member is urged to be present. Only members in good standing may cast a ballot, so if your dues are behind come prepared to pay them.

Friday, Nov. 4th, is the "Fall Hop"—don't forget the date and come, bring your friends.

The informal tea given by the Juniors on Oct. 30th was a lovely affair. Marion Wharton and her committte deserve great praise for putting on such an interesting event.

Harriet Bakewell,
Pub. Chairman.

DEAD SEA PRIZE

London, (A. P.)—A concession for reclaiming the vast mineral sources of the Dead Sea, the Sunday Times learns, has been awarded a British syndicate, and the American and continental tenders have been definitely rejected.

The syndicate which has obtained the concession will be a subsidiary company of the Imperial Chemical Industries, Ltd., a great chemical combine with a capital of 56,000,000 pounds, including the Brunner and Mond interests.

Expert examination, according to the Times, has shown that the Dead Sea is a practically inexhaustible source of potash, and that its exploitation probably will be the making of Palestine.

AMONG OURSELVES

Would you like to see something quite unique? Of course you would, so come to Butterfly Day, Saturday, Nov. 12th.

—

Congratulations to Olive Bledsoe. She has recently been made executive secretary of the District Attorney's office. Congratulations to the District Attorney also for having so capable an executive officer on his staff.

—

The club extends sincerest sympathy to our good member, Grace Rubiola, because of the passing of her sister Millie. Our sympathy also goes out to the dear mother and other surviving sisters.

—

Keep Thursday's luncheon and business meeting in mind. Many have sent in their coupons voting to continue our cafeteria. Let us have a full attendance to discuss and decide on this important feature of our club.

—

Speaking of something to eat —the chief "Butterfly" says invite the men to Butterfly day. They like beauty and good things to eat. The Butterflys give assurance of plenty of both.

—

Hats off to whoever invented Hallowe'en with its jollity, its gorgeous coloring and grotesque costuming. The Holding Company party last Friday evening was a happy play time and has left us looking forward to the next one.

—

Bird Wilson reports an interesting trip to Clear Lake last Wednesday, looking down from the top of Mt. St. Helena through peep-holes in the clouds to spots of sunshine in the valleys side by side with pouring rain.

—

Josephine Swan White attended the ....avy Day luncheon at the Hotel Oakland last Thursday as a member of the Community Council. Mrs. White represents our Club on the Council.

—

Mrs. Zayda Bartley departed for Detroit last week where she is to make her home for a time. She has retained her membership in the club and her last message as she tsepped on the train was "good bye" to the Club.

—o—

SISTER CLUB NOTES

Last Monday evening Dr. Lillian Shields, State President of the Business & Prof. Women's League of California, was the guest of honor and speaker of the evening at the San Jose Business & Prof. Women's Club Dinner at the San Jose Y. W. C. A.

The dinner celebrated the appointment of Florence Stahl, president of the San Jose Club as Chairman of a National Committeee.

A number of the Oakland Club members attended and Helen Burton delivered her delightful burlesque on the National president's annual address.

The Berkeley B. & P. W. C. entertained their retiring officers at dinner at Pex last Monday evening. Mrs. Josephine Swan White, president of the Oakland B. & P. W. C. and Miss Alice Bouchet, president of the Juniors, were guests. Miss Elizabeth Adams, vice President of the California League of Business and Professional Women's Clubs represented Dr. Shields the president. Mary Margaret Morgan, President of the State Federation B. & P. W. C. and the presidents of the other Bay clubs were also guests.

—o—

CHARACTER IN MEN

By Lucy Lowell

The greatest thing in the world, excepting only love, is character, the set of lofty principles of thinking, acting and being to which one clings steadfastly, courageously, in spite of all the buffetings of life which try to shake him loose.

Because character is a spiritual thing, it exists and may be developed in spite of all odds—environment, circumstance, overwhelming difficulties. Indeed these often help in the clear, bold chiseling of character.

SECTIONS OFFER DEVELOPMENT

Every individual needs recreation and change. The club music and dramatic sections offer delightful change in thought and give poise and self development.

The Philomels are rehearsing every Monday evening under direction of Zannette Potter. You all remember what a joy the Christmas Carols were last year, and the pleasure of their singing at all times.

Every one should develop clear and forceful speech. The draamtic section offers this opportunity. It gives a command of voice and words with which to express thoughts. Mrs. Oscar Bennett, director of the section, is a member of the Univehsity Extension faculty and under her training you will no longtr fear your own voice. The section meets every Tuesday evening. Every member should share in the benefits of one or the other of these sections. You will find a cordial welcome awaiting you.

—o—

HOME

"Where are you going, little flea?"

I'm going to the dogs," said she.

—o—

NOT HIS CONCERN

Excited Passenger: "The ship is sinking."

Sailor: "I should worry; it don't belong to me."

—o—

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Clean Cleaners

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Quality — Service

Valeteria Pressing

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800 - 22nd St., Oakland

CALENDAR

NOV. 1. DRAMATIC SECTION 7 P. M.
JUNIOR MEETING—Electon of Officers.

NOV. 3. LUNCHEON—Business Meeting

NOV. 4. JUNIOR "FALL HOP"

NOV. 7. PHILOMEL REHEARSAL 7 P. M.

NOV. 10. LUNCHEON—Round Table Speakers.

NOV. 12. BUTTERFLY DAY 11 A.M. to 6 P.M.
Book Review 2 P. M.

NOV. 17. CLUB THANKSGIVING and
Birthday Dinner.

NOV. 24. THANKSGIVING DAY.
No Club Activity.

NOV. 26. BRIDGE LUNCHEON.

Watch this space for Club events.

MODERN POLICE METHODS FOR CHINA

P. Y. Ho, a graduate of the Univ. of Calif., is a student at the scientific police school conducted by Chief August Vollmer in Berkeley.

In pursuit of his master's degree at the University of California in political sicence and municipal law, Ho has utilized his knowledge of Berkeley police methods to prepare a thesis on modern police records.

This thesis, according to Professor Samuel C. May, head of the city government department at the University, is destined to become invaluable in the future training of potential city executives.

Ho upon receiving his master's degree plans to leave for China about November of this year to become city engineer of Canton. In this capacity, his position is similar to the city managed office in municipal affairs of this country.

He will introduce for the first time in China modern police methods as devised by Chief Vollmer of Berkeley.

"While my entry into municipal affairs of China is destined to take form as a municipal engineer, my prime purpose is to bring back to my native country modern American police ideas," said Ho.

Captain Lee said that Ho rs one of the most adept pupils in criminal identification he has ever trained.

CAVEMAN STUFF

Mother sent little Harry to take his smaller sister safely to the kindergarten. He was back sooner than she expected.

"Well, dear," she said, "did you treat Mary like a little lady, as I asked you to?"

"Naw," replied the youngster disgustedly, "we canned that lady-and-gentleman stuff, an' I chased her most of the way."

—o—

A customer walked into a store and after sniffing around a bit remarked: "There's a mad smell in here."

"Oh," said the clerk in surprise. "So you notice it too?"

"Yes," replied the customer quizzically. "What is it?"

"Oh—business is rotten!"

—o—

One day a man came into our shop, and in a foreign sounding voice asked for a birthday greeting card. I asked, "For a a friend or relation?"

He replied, "For Mrs. Olson."

—o—

HICKERY — DICKERY

"Run upstairs and get my watch."

"Wait a while and it will run down."

"No, it won't; ours is a winding staircase."

Make Xmas Card Buying
a pleasure by choosing
your cards now

Our colorful and interesting line
awaits your early approval

KLING-DAWERS STATIONERY CO.
Elk's Bldg., 1970 Broadway

Elsie O. Stoltz Lola C. Stephens
The Yellow Lantern
Oriental Objects of Art
BRASSES, HAND MADE LINENS
46 Grand Avenue Oakland, Cal.
Lakeside 2270

MAE M. NIEDT
MILLINERY
Hats Moulded to the Head
Moderate Prices
31 GRAND AVENUE
CLUB MEMBER LAKE. 2868

Superior Ice Cream
+
Superior Service
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Satisfaction

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BUSINESS WOMENS HERALD

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The Gray Shop

Oakland
Berkeley
Long Beach

Distinguished Coats

For Smart Occasions

Besides having the distinction of being furred with the seoson's smartest furs...these coats were assembled because each of their features represents an outstanding note in Winter coat fashions.

55.00 to 350.00

Paris-Inspired Hats

Styles that are altogether delightful...dignified roll brim turbans and berets with no brim at all...cap-like creations that caress the head and frame the face in lustrous satins and supple felts. 7.50 to 35.00.

The man who knows something about everything isn't nearly so important to the world as the one who knows everything about something.

CALIFORNIA STATE LIBRARY

LUNCHEON

Thursday, November 10, 1927, 12:15 p. m.

Round Table Speakers

MRS. HELEN SWETT ARTIEDA
MISS FREDA SMITH
DR. MARGARET WYTHE

Our Round Table speakers bring inspiration for they are women, among ourselves, in a work-a-day world. They have achieved; just so may we.

Phone Oakland 1470 for reservations

BUTTERFLY DAY

What is it? The place is the Club Auditorium and the time, Nov. the 12th and then the secret will be out.

The Holding Company is sponsoring the day and announces a luncheon from 11:30 to 2:30—a good substantial lunch for hungry business men and women for 50 cents. At three o'clock there will be a Bridge Tea. Throughout the afternoon there will be music and Alice Zwililnger will present some little dancers for the entertainment of the guests.

Dr. Lillian Shields, president of the Holding Company is being assisted by the following committee chairmen, Booster Committee, Mrs. Mary Belle Guber; Bridge Tea, Mrs. Carrie Hall; Kitchen Police, Miss Ella Saylor; Decorations, Miss Elizabeth Clow; Publicity, Bird Wilson; Door Committee, Alice Burnell; Donations, Josephine McClenegan and cashiers Flossie Warner and Ida G. Swift.

National B. & P. W. C. Leaders Testify Before House Committee

Washington—Lena M. Phillips president of the National B. & P. W. C. and two other National officers, Cornelia Adair and Martha L. Connole, appeared before the House Ways & Means Committee on Nov. 3rd to sponsor the move for increased exemption for single persons from the income tax.

Their appearance marked the first time in the memory of committee clerks that women had testified before a committee of congress on revenue matters.

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Martha Holmes .....House
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Ann Ryan, Dr. Luella S. Swauger

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408 12th Street Phone Glencourt 650

AFTER 700 YEARS.

Could you be loyal to a mere man for 700 years? And that man one who stood for conquest by force and not for a great Principle?

The tomb of Genghis Khan, the conqueror of the world from China to Poland, has just been found in the arid mountains of Gobi, by Professor Kozloff, a Russian explorer.

Deep in the interior of a mountain, approached by a labyrinth of passages, its hidden entrance has been carefully guarded for seven centuries by Mongolian priests, the holy Lamas, and at every seventh hour durng all these years a huge jade bell which hangs over the sarcophagus has been struck seven times by one of these guardians. 6,132,000 strokes! And yet the bell responds with its clear, pure tone!

No known ruler had so great a power as Genghis Khan, and even now, his followers assert, his ghost arises once a year, on the anniversary of his death, blows out the lamps in the tomb, leads the chief of the Lamas to a huge slab at the back of the shrine, and writes with the priest's hands the prophecies for the ensuing year.

In his tomb, with the idols of precious metals and jade, was found a copy of the Bible, written by an English monk in the 13th century. While living, he was confident in his own power; but dead, he evidently wished to play safe, propitiating all the gods he had knowledge of.

Only last month we discussed his life at our Book Review, so this discovery of his burial-place is of especial interest and bridges the centuries quickly, making him seem almost a living reality.

If he were here to-day we can picture that dominating personality and keen, clever intellect making him a conqueror of new worlds, the worlds of the air and the waters, of electricity, radio, and transmission of thought. What will be the new worlds to conquer 700 years hence?

JUNIOR JOTTINGS

One of the most spirited elections in the history of the Section took place at the annual meeting last Tuesday, resulting in the following being elected to serve for the coming year: Viola Bocca, President; Thanet Mellick, Vice President; Rhobie Irwin, Secretary; Juanita Stanley, Treasurer; Alice Bouchet, Januita Pearson, and Marion Wharton on the Board of Directors. With such members in office a successful term will undoubtedly result. The installation dinner will take place next month.

The Fall Hop last Friday evening was a great success due to the good work of Evelyn Baldaramas, chairman of the evening.

Harriet Bakewell,
Pub. Chairman

The number of flying fatalities this year would indicate that Darius was not the only Green aviator.—The Louisville Times.

Emilie J. Edmonds
Face and Scalp Specialist
Reserves Hours 5 to 7 for Business Women
1608 Webster Street
Room 204
Lakeside 1536

AMONG OURSELVES

Josephine Swan White, our president and Rudolphine Radil will present their Bohemian program, in costume, at the Marysville Art Club in Marysville on Monday afternoon, Nov. seventh. They will also give the same program for the Woman's Improvement Club in Red Bluff on Tuesday evening.

—

Apple pie! Delicious late crop apple pie with hot coffee. Where? At the Butterfly luncheon on the 12th.

—

Charlotte Morton had lunch at the club last Thursday. She said she has not attended often as business hours have prevented but she loves the club and is rearranging those hours.

—

Do you like hot biscuits. Of course you do. There will be plenty at Butterfly Day luncheon.

—

At luncheon last Thursday the club voted to have a Children's Christmas party for the children in members families and special proteges.

It will take place at the club rooms, Saturday evening, Dec. 17th at seven o'clock.

—

Home made jelly goes fine with biscuit. Donate a few for Butterfly Day. Josephine McClenegan will take it in charge.

—

Cards have been received announcing the marriage of our member Katherine Rose Watkins to Robert Emmett Logue.

The club extends congratulations. Good for you Katherine, bring husband to the Thanksgiving dinner on the 17th. We'll all be there.

—

Carrie Hall was at lunch last Thursday beaming with joy to be back after a five weeks vacation spent in Lake County and Fresno.

Butterfly Day caught her in its net. She will manage the Bridge tea for that day.

—

You've lots of friends who like to play bridge. Make up a table for Butterfly Day. Phone Josephine McClenegan, Oak. 1470 for reservations.

Has anyone an Adding Machine not in use, which she would be willing to "loan" the Club? It would save our officers much time and brain fag. No matter how antiquated, just so it will add.

—

Isn't it a long time since we had a theatre party?

—o—

PHILOMEL NEWS

Philomels meet promptly at 7:15 now every Monday night. Please make an effort to be on time. Every rehearsal counts these days in preparation for our Christmas program.

A number of new club members have recently joined the section. Lea Brunquist, a good alto and Miss M. Brown, a good second are among those seen at last week's meeting.

The November social meeting promises to be a banner night. "Mother Tusch" friend of aviators and who resides at the "Hangar" in Berkeley will be the guest of honor. Ada Angel is chairman of the committee of arrangements and a surprise program is being arranged. The date will be Monday night Nov. 21; the time 6:15 P. M. Dinner followed by program. All club members are welcome and privileged to bring one guest. Make reservations at the club, Oak. 1470.

—o—

OUR CAFETERIA

The vote sent in on the Herald coupons was unanimous for continuing the Cafeteria as at present.

The vote represented just about the number who patronize it regularly. It was voted at the business meeting last Thurday to continue the Cafeteria as at present till the first of the year, the board of directors to study the matter and be ready to make recommendatons by that time.

Members were requested to patronize the Cafeteria and give cards to their friends, and if this is done there will be no Cafeteria problem to settle, as it is only a question of patronage.

CHRISTMAS BOOKS

You rememebr how valuable Our Book Review last December proved, yhen two experts described all the Christmas books to us, one handling those for the children, and the other books for adults. Even the newspapers copied the list, and everywhere we heard expressions of appreciation, and what a help it was in selecting books for gifts.

This year we are giving it in November, to give plenty of time for Christmas shopping. Next Saturday, Nov. 12th, at 2 o'clock at the club rooms, Mrs. Constance Mitchell, of Sather Gate Book Shop, will tell us of the new Christmas books for children, and Miss Marguerite Gray, of Capwell's Book Department, will describe the most interesting books for adults.

Outsiders are welcome.

A pleasant entertainment is assured, if you invite your friends to the Butterfly Lunch (only 50 cents) and bring them to Book Review later.

—o—

SELLS CLUBHOUSE

The New York League of Business and Professional Women have recently sold their club house because they found it too big a job to run it. They are now ensconced in a suite of rooms in a new hotel. Miss Marie Ryan, retiring chairman of the finance committee said, "We have shown that it is possible for business women to finance and run a club house themselves, but we have also shown that it is too big a proposition to be worth while for busy women, holding for the most executive positions, that make demands on their strength and time."

—o—

CARRIES ON FATHER'S WORK

Mrs. Anna George DeMille, daughter of Henry George, founder of the single tax movement, and wife of William C. DeMille, motion picture director, is carrying on the work her father started. Mrs. DeMille is superintending the distribution of "Progress and Poverty." her father's most famous book. She issued an abridged edition less than half the original size so that "he who runs may read," she says.

CALENDAR

NOV. 7. PHILOMEL REHEARSAL 7 P. M.

NOV. 8. DRAMATIC SECTION 7 P. M.

NOV. 10. LUNCHEON—Round Table Speakers.

NOV. 12. BUTTERFLY DAY 11 A.M. to 6 P.M.
Book Review 2 P. M.

NOV. 17. CLUB THANKSGIVING and
Birthday Dinner.

NOV. 24. THANKSGIVING DAY.
No Club Activity.

NOV. 26. BRIDGE LUNCHEON.

Watch this space for Club events.

LIFE OF POVERTY IS CHOSEN BY RICH JAPANESE WOMAN

TOKIO—Known for 34 years as one of the half-dozen richest and most powerful business women of the world, Mrs. Yone Suzuki, of Japan has decided to end life as she began it, in obscure poverty.

The recent financial panic in Japan wiped out her vast holdings controlling interest in almost 60 large companies. So she has left her Oriental castle in Suma, and retired to a simple Japanese cottage in Shioya, near Kobe, where she intends to spend the rest of her life. She is now 77 years old.

The Japanese consider Mrs. Suzaki's life story the greatest business romance of modern Japan. For she started her career a half century ago when she married Iwajiro Suzuki, a humble exchange merchant in the new foreign city of Kobe. She was the guiding genius in his rise to great power and after he died, 34 years ago, she carried on the business to even greater heights.

—o—

INDIAN BEAUTY

Pretty Silver Star of Pendleton, Ore., of the Umatilla Indian tribe, was elected princess of Chief Peo Post the only all-Indian post of the American Legion.

GLEAMINGS

Mrs. Gabb: "I believe I've had everything— fever, pneumonia, bronchitis, tonsilitis, and——"

Mr. Gabb: "I know one thing you haven't had."

Mrs. Gabb: "What's that?"

Mr. Gabb: "Lockjaw."

—o—

Grocer: "We have some lovely cheese."

Lady: "You should not say lovely cheese. Lovely describes something alive."

Grocer: "Well, lady, I'll stick to lovely."

—o—

"Sambo, where yo' all gwine in such a rage?"

"Ah's a' gwine to git dat doctah what sewed up mah operation with white thread."

—o—

Doctor (to Scotchman): "Why Sandy, how did you get all those splinters in your tongue?"

Sandy: "Some fool knocked my drink on the floor."

—o—

"I had a nut sundae."

"I have one calling Monday."

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Four | Oakland, California, November 14, 1927 | Number Forty-seven

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SHORT TALK by BIRD M. WILSON
on
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CHARLES H. SECCOMBE
on
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Our Club to Celebrate a Special Thanksgiving.

Thanksgiving dinner, our own club Thanksgiving will take place on Thursday evening of this week.

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BUSINESS WOMENS HERALD

Official Publication of the
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Laura E. Pinkston....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
Mrs. J. E. Reid.....Advertising
1608 WEBSTER ST. — OAKLAND 1470

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Subscription Price $1.00 per year

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Hermine Kruger .....Vice-President
Mrs. J. E. Reid.....Rec. Secretary
Carrie P. Kennedy.....Cor. Secretary
Cloe Rogers .....Treasurer
Faye Otis .....Auditor

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Bessie Wood Gustason.....Civic
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Isabel M. Dingwall.....Membership
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Ann Ryan .....Emblem
Maude Asher .....Publicity
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Eloise Cushing .....Parliamentarian
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FOR FRIENDLY SERVICE

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LET US GIVE THANKS

Thanksgiving Day, by proclamation of the President of the United States, is yet more than a week away, but the mood is already upon us, and this week we shall count our blessings as a Club and gather in our Club home to give thanks, and share it with our friends.

The year just closing has been the most eventful in club history, for during the year it was our privilege to entertain the representative business and professional women of the nation; to give to them the joy of travel and the clearing away of provincialism; a knowledge of the vastness, the resources and beauty of our country from the Atlantic to the Pacific Coast; to disclose to them the wonders of our own State and the charms and the possibilities for growth, for business and for culture in our own city and in the whole bay region. None can know just how far reaching the influence of this service may be, but this we do know, our visitors saw for themselves, and they went away enthused and happy and are still spreading the story.

Let us give thanks that we were able to render this service, and that we had drawn to ourselves the loyalty and cooperation of the business and professional women of our sister cities, so that they, too, had a part in the work and the benefits.

Let us give thanks that in the few short years since our Club came into being we have learned to do team work; to put aside self for the good of the work in hand; to forget real or fancied wrongs that arise under the stress of accomplishment, and to drop the pettiness of self-centered thought.

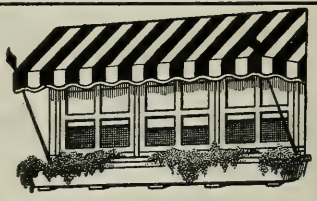
Let us give thanks for the development that has come to us individually through our associaton together, the development that has made us better business and professional woman, better home makers and better citizens.

HERE'S A HOWDY DO

"Woman is getting to be a nuisance in college and out of it" says an editorial in Northwestern University's official organ. And why?

"Because she's in men's activities. Because her club, her church, her social and political connections put her constantly in the way of men" the writer wails. But this is not all. "Boys invade field of girl entertainers" says the Oakland Times, and continues "Maybe some of these ladies who make their living entertaining before men's clubs won't like it but it's a fact that the men of the University of California are invading their field." Athletic entertainment is their specialty and there is said to be a long waiting list of clubs. Perhaps that constitutes being a nuisance too.

Advertise in the Herald.



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AMONG OURSELVES

The "Butterflys" have kept us fluttering for some time, but now that their day is over let's settle down for a good time at a theater party at the Fulton.

—

Mrs. Josephine White, our president and Miss Rudolphine Radil took a real spin in their auto out on the highway as they were returning home from Marysville and Red Bluff last Wednesday. In the blinding rain the auto suddenly spun around and then went over a bank. Mrs. White was badly shaken and bruised, but was able to attend the club luncheon on Thursday.

—

Mrs. A. M. Jessen plans to leave within a few days for a visit with her sister, Mrs. J. W. Guiberson at Corcoran, California, until after the Christmas holidays.

We don't know just how the club will get along without you for so long, Addie, but have a good play down in the cotton belt and come back rested and refreshed.

—

Mary Barmby chairman of the Activities committee knows we all like to go to the theatre also knows it's true "the more the merrier." So, she announces a theater party at the Fulton on Friday evening, Dec. the 9th. Let us all go and make it a big one.

—

At lunch last Thursday we again enjoyed our members in round table talks. Mrs. Helen Artieda but followed in the footsteps of her father John Swett when she went into Welfare work. The state of California owes much to Mr. Swett for the wise provisions he was able to work into the school laws of the state in its formative period.

Mrs. Artieda stated that it is the province of the Welfare workers to institute innovations that lead to better conditions and make them a part of the community fabric.

—

Dr. Margaret Wythe has been in the school Health Department from its inception and told of what is being done to safeguard the health of our citizens of tomorrow.

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Freda Smith, with the Edwards Jewelry Company said she started at the bottom without doubt as her first job was polishing silver. Now she is in the designing department and exhibited many beautiful designs, the latest in jewelry. She is sure that in her business are to be met the best people in their sweetest moods, buying presents for those they love.

—

Don't forget the Foreign Trade Exposition in San Francisco this week which was so delightfully described to us recently.

—o—

JUNIOR JOTTINGS

Tuesday, Nov. 15th, will be social meeting, and at that time all prospective members are invited to come. This will be the last meeting that our president, Alice Bouchet, will preside over, so let's have a big attendance.

Watch for an announcement concerning our installation dinner, every member should plan to attend and bring a prospective member or guests. The date is Tuesday night, Dec. 6th.

Harriet Bakewell,
Pub. Chairman

—o—

NOW IT'S THE GAS

"Times sure have changed, haven't they?"

"I'll say. Why, I can remember when a rusty nail was considered the most dangerous thing to step on."

WRITER DEFENDS MODERN GIRL IN JAPANESE PAPER

TOKIO—A young man who writes eloquently in defense of Japan's "modern girl' has won the prize among 1000 contestants for an essay on "My Ideal Wife," in a contest held by the popular Tokio magazine, "Murmurings."

The youthful writer defies the conservatives who scorn the "modern girl," especially the police officials who make life hard for her. He finds the traditional Japanese ideas of marraige almost criminal.

"Convential Japanese marriages are just like the slave trade," he writes.

—o—

Prof.: "What is an island, Charles?"

Charley: "A place where the bottom of the sea sticks up through the water."

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CALENDAR

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NOV. 15. DRAMATIC SECTION 7 P. M.
JUNIORS SOCIAL MEETING.

NOV. 17. CLUB THANKSGIVING and
Birthday Dinner.

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No Club Activity.

NOV. 26. BRIDGE LUNCHEON.

Watch this space for Club events.

HOW TO FIND OUT

Allen D. Albert

It is indeed possible to find out almost anything about almost anybody almost down to this very moment of this dictation.

—

A talk should be delivered to the students of every high school at the beginning of each new school year on the use of books of reference. Every librarian will tell you that the ignorance of general sources of information is practically unlimited.

—

Newspapers generally keep within easy reach the following works:

Who's Who in America. The latest volume is No. 14, 1926-27.

Abstract of the 14th Census of the United States, 1920.

Statistical Abstract of the United States. The latest issue available is that for 1925.

Estimates of Population for the United States. The latest full compilation is that for 1925, but estimates are available for states and larger cities for 1927.

Supplement to the New International Encyclopedia. This work covers the 10 years from 1914 to 1924.

Year Book of the New International Encyclopedia, 1926.

Annual, the Americans, 1927.

The American Year Book—a record of events and progress for the year 1926.

The World Almanac, 1927.

Perhaps two or three questions out of a thousand relating to current events are not to be answered by recourse to these volumes. Here are covered, however, practically all the personalities which are the subject of popular discussion, all the departments of our government, nearly all of important foreign affairs, and a very satisfactory aggregate of information about the progress of science, the state of world markets, changes in government, necrology and chronology.

Seekers after informaton in the field of international politics will do well to keep a file of Current History.

In the Review of Reviews, in "Time," and in certain weeklies are admirable reviews of events both domestic and foreign.

A magazine is to be had on almost any department of research, of business, or special activity.

The difficulty is not to find out but to have years enough and to give thought enough to ponder what one does find out.

—o—

Among the delightful residence towns along the shore of Lake Michigan, North of Chicago are Winetka, Glenco and Hubbard Woods. A Hebrew real estate dealer waxing eloquent exclaimed to a prospective purchaser, "Why man Chicago is no place for you to live, you should come North. There is Winetsky and Glencohan and Hebrew Woots, all fine places to live."

UNSPORTSMANLIKE

Two little urchins were customer's hair.

"Gee," said one, "he's hunting 'em with a light."

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Four | Oakland, California, November 21, 1927 | Number Forty-eight

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CHRISTMAS CANDY SALE

Get your orders in for the Christmas candies. Miss Clow, chairman of the Past Officers announces their annual sale of Christmas candy, quality unexcelled.

—o—

VOLUNTEER WANTED

Our president is asking for a volunteer. She wants a club chairman for our National Magazine the "Independent Woman." Helen Havener, the new editor has sent out a call for a chairman in every club to help her make the magazine of full service to all. Who will volunteer?

What a rich world this is to the thoughtful, thankful man! What a harvest of beautiful scenes and sweet sounds are his to garner!

ANNOUNCEMENT

Thanksgiving Day

Thursday, Nov. 24th. No Club Activity

A COLLECT FOR THE DAY

EDWIN MARKHAM

I thank Thee, Father, for this sky,
Wherein Thy little sparrows fly;
For unseen hands that build and break
The cloud-pavillions for my sake—
This fleeting beauty, high and wild,
Toward which I wander as a child.

I thank Thee for the strengthening hills,
That give the bright spirit to the rills;
For blue peaks soaring up apart,
To send down music on the heart;
For tree-tops wavering soft and high,
Writing their peace against the sky;
For forest farings that have been;
For this fall rain that shuts me in,
Giving to my low little roof
The sense of home, secure, aloof.

Father of life, I thank Thee, too,
For old acquaintance, near and true
For friends who came into my day
And took the loneliness away;
For faith that held on to the last;
For all sweet memories of the past—
Dear memories of my dead that send
Long thoughts of life, and of life's end—
That make me know the light conceals
A deeper world than it reveals.

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Dr. Ella McGilvery.....Hospitality
Martha Holmes .....House
Isabel M. Dingwall.....Membership
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TO AID YOU AT CHRISTMAS

The large number attending the Book Review last week proved its value, just as a year ago. And for the benefit of those who could not be there we are giving the list of books described, to aid you in selecting your holiday gifts.

For the adult readers Miss Gray made a most excellent selection, and told us exactly the things we wanted to know of each one. They are the following books:

GIFT BOOKS

Transition	Will Durant	$3.00
Genghis Khan	Harold Lamb	3.50
The Winged Horse	Auslander & Hill	3.50
Trees at Night	Art Young	3.00
That Man Heine	Lewis Browne	3.00
Philosophy	Bertrand Russell	3.00
Books and Bidders	A. S. W. Rosenbach	5.00
Ladies Third	Mary Lena Wilson	2.50
Through Europe on Two Dollars a Day	Frank Shoonmaker	2.50
Bismarck	Emil Ludwig	5.00
Up From Bloomsbury	George Arliss	4.00
The American Caravan		5.00
Our Times	Mark Sullivan	5.00
Great Short Novels of the World		5.00
Great Poems of the English Language		7.50

FICTION

My Heart and My Flesh	Elizabeth Madox Roberts	
A Good Woman	Louis Bromfield	2.50
Jalna	Mazo de la Roche	2.00
The Quest of Youth	Jeffery Farnol	2.50
The Big Four	Agatha Christie	2.00
Bugles in the Night	Barry Benefield	2.00
Dusty Answer	Rosamond Lehmann	2.50
Death Comes for the Archbishop	Willa Cather	2.50
Grandmothers	Glenway Wescott	2.50
Red Sky at Morning	Margaret Kennedy	2.50
The Mad Carews	Martha Ostenso	2.50
Silent Storms	Ernest Poole	2.50
Jeremy at Crale	Hugh Walpole	2.00
In a Yun-Nan Courtyard	Louise Jordon Miln	2.00
Meanwhile	H. G. Wells	2.50
Conflict	Olive Higgins Prouty	2.50
The Thunderer	E. Barrington	2.50
Adam & Eve	John Erskine	2.50
Rebellion	Mateel Howe Farnham	2.00
Kitty	Warwick Deeping	2.50

Mrs. Constance Mitchell gave a fascinating bit of folk lore, and described the following childrtn's books, making each character live before you:

New Books for Very Little Folk—		
Fyleman—The Katy Kruse Dolly Book	Doran	$2.00
The Happy Hour Books	Macmillan	.50
Hogan—The Little Black and White Lamb	Macrae Smith	1.00
Lindberg—Karl's Visit To the Moon	Harper	1.50
Nicholson—Clever Bill	Doubleday, Page	1.00
For Children from 8 to 12 years—		
Clement—Once in France	Doubleday, Page	2.00
Michaelis—Bibi	Doubleday, Page	2.00
Miller—Children of the Mountain Eagle	"	2.00
Snedeker—Downright Dency	Doubleday, Page	2.00
Upjohn—Friends in Strange Garments	Houghton	1.75
For Older Boys and Girls—		
Bradley—Alice in Jungleland	Appleton	2.00
Foa—Mystery of Castle Pierfitte	Longman	2.00
Fitinghoff—Children of the Moor	Houghton	2.50
Meigs—The Trade Wind	Little Brown	2.00
Thomas—Boys' Life of Colonel Lawrence	Century	2.00

AMONG OURSELVES

Mary Belle Guber left for Los Angeles on Saturday on a two week's business and pleasure trip.

—

Alice Kirkland is again able to be about and hopes to be back at her desk at the Merritt Hospital next week.

—

Remember, the last opportunity you will have to play bridge this year at the club will be on November 26th, at the Bridge Luncheon on Saturday. No more until next year.

—

Alice Lyng is convalescing from an appendicitis operation. We're glad the worst is over Alice and hope to see you at the club soon.

—

The Club Thanksgiving dinner last Thursday evening was an occasion of real inspiration made so by the Anniversary Thoughts expressed by our own Bird Wilson and the Thanksgiving talk by Charles Seccombe.

Wilhelmina Smart of Berkeley gave a charming rendition of Buchanan's Brushwood, with piano accompaniment by Josephine White. We hope she will come to us again.

The evening closed with a bit of fun. Alice Irwin, assisted by Blanche Stedman, Daisy Miles, Mae Neidt and Rhobie Irwin staged Cousin Jedediah in costumes of long ago.

—o—

BRIDGE LUNCHEON

On Saturday afternoon, Nov. 26th, will be held the regular Monthly Bridge Luncheon in the Garden Room at the club. The luncheon will be delicious as usual, and the decorations and prizes will be a delight to all.

These Bridge Luncheons have proved popular with busy club members, as opportunities for entertaining their friends. As this will be the last meeting of the year, it is the wish of the committee to make it a specially large and joyous one.

Mrs. Carrie Kennedy, Mrs. Josephine McClenegan and the Misses Mary Campbell, Elizabeth Clow and Mary Barmby have arrangements in charge.

TAKE YOUR CHOICE

There is much doing on the evening of December 9th, a theater party and the Holding Company dance. That means take your choice and have a happy evening. There is just one evening for the Holding Company dance, always the second Friday in the month, and it happened there was just that one evening that the Fulton could give us for a theater party. There are many who do not dance, so let all such hie to the theater party and later tell the dancers all about it.

—o—

JUNIOR JOTTINGS

Our annual installation dinner will take place at the Club house Tuesday evening, Dec. 6th.

This will be our opportunity for showing our retiring president Alice Bouchet, our appreciation for the splendid service she has given us during her term of office, and to welcome our incoming president, Viola Bocca and pledge to her a hearty support. A large attendance is desired, price $1.00.

Ye Yuletide dance, isn't that a fascinating name, will be given by the Juniors at the Club auditorium on the evening of Dec. 16th. Bonnie Ballantyne will be chairman of the evening, and a fine committee is assisting her. Remember Ye Yuletide dance.

Harriet Bakewell,
Pub. Chairman.

—o—

An old fashioned father to son. "Why don't you look around and find a job? When I was your age I got a job in a book store at $3.00 a week; at the end of five years I owned the store."

Son: "You can't do that nowadays, they have cash registers."

—o—

Shop Assistant: That is a marvelous Fountain Pen, Madam. It's unbreakable, foolproof, and fills itself.

Young Lady: How awfully intelligent of it. I'm rather absent minded; do you think it would—sort of—know its way home.

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CALENDAR

NOV. 21. PHILOMEL REHEARSAL 7 P. M.

NOV. 22. DRAMATIC SECTION 7 P. M.

NOV. 24. THANKSGIVING DAY.
No Club Activity.

NOV. 26. BRIDGE LUNCHEON.

NOV. 29. DRAMATIC SECTION 7 P. M.

Watch this space for Club events.

THE PUMPKINS

Bob Harrison

Look yonder! Way down in the cornfield,
The corn-shocks stand up snug and sound;
And the big trailing vines that ran through it,
Left pumpkins all over the ground;
I've carried them home till I'm weary,
But I'll carry them home if I die;
For the big golden things mother peels as she sings,
And makes what we call pumpkin pie.

I watch them all day in the sunshine,
I see them all night in a dream;
Their faces smile up like a lover's,
Then fearfully change, and they scream:
"Come get me! I'm ripe! I will perish!"
Then, down through the pasture I hie,
And wearily back, o'er the old beaten track,
For I know she'll make more pumpkin pie.

—o—

THANK GOD FOR A GARDEN

This is really a story of rivers and cities and towns, but it had its beginning in a garden. It was a lovely garden sheltered on one side by a house and on the other sides by tall growing things with here and there a splash of color from flowering vines.

It was bordered by flower beds, then the gravel walks and in the center, a joy to the eye, a velvety green lawn flecked with sunlight through the over hanging leaves of fruit trees. Here a tall swing and there a tea table, a lovely peaceful spot. "I think I never step out into my garden" said the mother in the home, "but that consciously or unconsciously I sing the song 'Thank God for a Garden.' "

"One day I was busy indoors," she continued, "and through the open window came the happy voices of the children at play. It sounded so sweet and peaceful that I did not look to see what might be going on. I just let well enough alone, as mothers sometimes will. After a time they came tramping into the house calling out, 'Oh, Mother come see what we've done. We've made rivers and cities and towns.'

"I went to see and there with the hose running into one end of it was a great muddy gash winding it's way across my lawn. It was the river! The other gashes were it's tributaries. As one looked one could see it really was a river flowing swiftly along and what appeared at first to be little heaps of sticks and stones were really flourishing cities and towns along its banks.

"Oh, my garden, my garden! What could I say with those happy eager little faces looking up at me? The sun shown on the river and its tributaries; the pink petals of the peach blossoms floated down on the cities and towns. What could I say? Just one thing—'Thank God for a Garden' and little children to play in it."

Virginia P. Jennings.

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Four | Oakland, California, November 28, 1927 | Number Forty-nine

THE BUSINESS AND PROFESSIONAL WOMEN *will enjoy*

Remar Cake

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Try One Today

Golden Sheaf Remar Co.

If it is hard for you to get along with people, you may be sure it is hard for people to get along with you.

LUNCHEON

Thursday, December 1, 1927, 12:15 p. m.

Business Meeting

With

A Theater Party

A Children's Christmas Party

A Club Christmas Dinner Party

in the offing

There will be much Business

Every Member Come

Phone Oakland 1470 for Reservations

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DANCERS ATTENTION!

If the Holding Company doesn't get you Friday evening, Dec. 9th for the dance the Club will get you for their theater party. So be sure to attend the Yuletide Dance where the committee composed of Alice Zwillinger, Ora Egan, Bess Parks, Ruth Gibson, Clara Forbes, Florence Bussell, Alice Burnell and Dr. Williamson promise you a rollicking good time.

Esther S. Goodwin, Chairman.

APPRECIATION

Dr. Lillian Shields, president of the Holding Company wishes to express her sincere thanks to all members of the Holding Company and the Club, also to outside friends for their donations of money, supplies and cheerful services which made Butterfly day a social and financial success. Especial thanks are due the Bekins Storage Company for valuable services.

What a joke it was when we found it was the biscuit that made the "Butterfly."

BUSINESS WOMENS HERALD

Official Publication of the
BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

Laura E. Pinkston....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. — OAKLAND 1470

Issued every Monday in the interests of the Business and Professional Women's Club

Subscription Price $1.00 per year

Entered as second class matter, Jan. 17th, 1927, at the post office at Oakland, California, under the Act of March 3, 1879.

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Hermine Kruger .....Vice-President
Mrs. J. E. Reid.....Rec. Secretary
Carrie P. Kennedy.....Cor. Secretary
Cloe Rogers .....Treasurer
Faye Otis .....Auditor

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Mary Barmby .....Activities
Bessie Wood Gustason.....Civic
Dr. Ella McGilvery.....Hospitality
Martha Holmes .....House
Isabel M. Dingwall.....Membership
Anna Ihrig .....Decoration
Ann Ryan .....Emblem
Maude Asher .....Publicity
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Ann Ryan, Dr. Luella S. Swauger

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WHY I LIKE TO GO TO THE THEATRE

The reason I like to go to the theatre is so simple that I think there are many women who will admit it is the psychology back of their reason and another large company of the sisterhood who will say "aint it the truth."

The theatre is the only place where I have nothing to do. At home I have a lovely life, but I am the wife and the mother, the responsible one. The one who plans and works toward an end; the comforter, the playmate, the cook, the advisor, house-keeper, nurse, companion, best girl. When anyone feels low I must be "up". When I feel low I must be "up" anyway. When there are guests I am hostess. When we go out I must be interesting, or at least try to be. When I go to Church I must sit up like a lady and think some too.

But the theatre, ah, that's different! I don't have to do anything. I like the music, I like the lights and I like the dark, and I revel in that moment before the curtain goes up.

Here we are in the theatre. We rough up our hair a bit, settle our things, read over the program, look around waiting—when of a sudden there flashes a light by the conductor's box and then we know he will wind up his tune any old way as quick as ever he can and swing into something else. The lights go out over head, on the sides—and its dark. Then the footlights come on, the curtain trembles and there's breathless anticipation. What will come next? Of course two thirds of the time its some one answering a telephone, but it might not be, it might be—anything!

Now the curtain is up and we sit quietly in the dark watching the story unfold. We forget about being fat, and forget about the little lines under our eyes and maybe a line or two that's on the heart. We think how lovely we would be in this part or that, and perhaps how well we'd handle such a situation. We laugh when its funny, and there in the dark we weep when its sad and when the curtain comes down at last we come away refreshed.

We feel we have watched real experiences. We have a fresh store of mirth or of courage to better meet our own experiences.

No matter whether the play was good or just indifferent we've had the one moment that never disappoints—the moment when the lights go out and the curtain goes up.

Virginia P. Jennings.

MY PRAYER

Elsie Janis

God, let me live each lovely day
So I may know that come what may
I've done the best to live the way
You want me to.
Forgive me if I do not pray
The ultra-sanctimonious way
In church on every Sabbath day
As some folks do.
Just let me know if I should stray
That I may stop along the way
At any time of night or day.
And talk to you.

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AMONG OURSELVES

A card from Zayda Bartley, who recently went to Detroit, states that she is now all settled in her new quarters at 100 W. Montana St.

Mrs. Bartley also said that the only things that kept her from being very home sick was being extremely busy and knowing that she is still one of us.

—

If you feel you don't want to do "anything" but just "watch the story unfold" get your tickets right away for the Theater party at the Fulton on Dec. ninth.

If, however, you feel real lively and "jazzy" go to the Holding Company dance that evening instead. The music and the hostesses will insure you a good time.

—

It was happy Thanksgiving day in the home of Mrs. M. B. Bishop because of her almost miraculous recovery from her serious accident last August when she was struck by a Key Route train. She has been home from the hospital three weeks now, but it will still be many weeks before she can be out to a club meeting.

We rejoice with you Mrs. Bishop and you shall have a royal welcome when you can meet with us again.

—

The Philomels, the Music section, took a little play time last Monday evening and had a delightful dinner at the Club rooms, Zannette Potter, director presiding.

"Mother" Tusch of Berkeley was a guest and told of her work among the university students in Berkeley and how her home came to be known as the hangar. There were other guests on the program and selections by the Philomel quartette composed of Ada Angel, May Bunker, Daisy Miles and Mae Niedt.

—

We are indebted to Mae B. Wilkin, our first executive secretary for the Mississippi flood time stories in this issue.

Miss Wilkin, far away in West Virginia, subscribes to the Herald and keeps in touch. We are glad to hear from you Mae and to know you think of us.

HOTEL OAKLAND

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THE THEATRE PARTY

The club will give a Theatre party at the Fulton on Friday evening, Dec. the ninth. The committee in charge knows that everyone likes to go to the theater once in a while, so planned this theater party to give added zest to the evening.

The play has not been announced yet but it will be good. Get your tickets at the club or from any member of the committee.

Mary Barmby, chairman, assisted by Hermine Kruger, Jean Baird, Bessie Clow, Carrie Hall, Suzanne Chalmers, Carrie Kennedy, Bessie Whitaker and Mrs. W. S. Withers. Reservation open on December 2nd.

—o—

KEEP THAT VACATION LOOK

"Vacation days are over" says the Knasas City Business Woman, "and Miss Club Member has come back with a new tint in her cheeks and a new sparkle in her eye to be greeted with, 'Well I didn't know you; you look ten years younger.' Then and there," it advises, "resolve to play a little as you go along and don't wait to crowd it into two or three weeks."

That's the idea, play a little as you go along. There's the Theater party and the Holding Company dance on the evening of Dec. 9th.

Joy for all and another sparkle in your eye.

JUNIOR JOTTINGS

The Junior installation dinner will take place at the club rooms Tuesday evening, Dec. sixth at 7 p. m. Seniors are cordially invited to attend also parents and "Boy Friends" and prospective members.

There will be a delicious menu and an entertaining program.

Please phone early to Mrs. McClenegan, Oakland 1470, for reservations. Price $1.00 per plate.

Ye Yuletide dance is scheduled for the evening of Dec. 16th. Bids may be obtained at the Installation dinner or phone Harriet Bakewell at Glencourt 244.

Harriet Bakewell,
Pub. Chairman.

—o—

HARD TO FIND

Guest (angry at being kept waiting at station)—So you had difficulty in finding me, eh? Didn't your master describe me?"

Chauffeur—Yes, sir, but there are so many bald-headed gentlemen with red noses.

—o—

ASHAMED AND PROUD

"You were going forty miles an hour," said the policeman, reproachfully.

"I'm no deliberate law breaker," said Mr. Chuggins. "I'm ashamed of myself but I'm kind o' proud of the old fliv."

CALENDAR

DEC. 1—LUNCHEON. BUSINESS MEETING.
DEC. 8—DINNER. Miss Reba Crawford Speaker.
DEC. 15—LUNCHEON. Round Table Speakers.
DEC. 17—CHILDREN'S CHRISTMAS PARTY.
DEC. 21—CLUB CHRISTMAS DINNER.

Junior Section. Installation Dinner, December 6th.

Philomels, music section, every Monday evening at seven o'clock for rehearsal.

The Dramatic section, Tuesday evenings, seven o'clock.

Watch this space for Club events.

YO' JUS' GOT TO ACCEPT THE MISSISSIPPI RIVER

Here are two little stories that Marie M. Meloney picked up down on the Mississippi when the flood was at its height.

An old darky came into a refugee camp one day and giving his name, his home and his job, explained that he was a parson.

"Well, get out here and preach to some of these unfortunate brethren," ordered the top sergeant.

"General, I would like to 'blige you," replied the old preacher, "but I just naturally can't preach in these habiliments. I was working in the field when the crevasse broke. I ain't got nothing but overhalls, and I can't preach in overhalls."

Red Cross headquarters fixed him up—shoes, breeches, longtal coat and a Bible. When he returned he saluted the sergeant and said: "Now that I got my accoutrements, general, I can preach the gospel."

This was the beginning of his sermon:

"Children, who the Lord loves he chastises. Out of all this here trouble is going to come a better world. Every once in a while mankind tries the patience of the Lord. One time mankind went too far. They got clean outer hand. And the Lord just natcherally sent down a flood and drown 'um. Now people ain't been so good lately as they had ought to be. They been tryin' the patience of the Lord again and he just natcherally send down a taste of the flood what he got up his sleeve. All us people here has been saved. We have been specially blessed by the Lord, and we just natcherally have to show him we are grateful. Now don't come here none of you niggers fussin'.

"Yo' is mighty well off, livin' here on the greatest river in the world and sleepin' in army tents, and having white soldiers tell you what to do. Yo' jus' got to accept the Mississippi River. You knows scripture says when God made the sea he said 'so fur and no further.' But when he made the Mississippi he said: 'Father of Waters, yo' is goin' jes' whar yo' is a mind to.' "

All classes turned to Herbert Hoover as the waters raged. The troubled merchants and Chamber of Commerce called him "Mr. Secretary." Planters facing ruin called him "Hoover." Heart broken women said "Mr. Hoover", but all the darkies called him "Uncle Sam Hoover," said Miss Meloney.

She asked an old timer why he said "Uncle Sam Hoover" when his name is Herbert Hoover.

"Yassum," he agreed, "but I allus wondered what Uncle Sam's other name wuz. Everybody got two names, even the niggers, an' I figgered Uncle Sam's other name is Hoover. Aain't he savin' the valley?"

—o—

YOU JUST WAIT!

Well, you never have hit me with your rolling pin,' I said to the head of the house in discussion of our troubles.

"No," she agreed. "I think too much of my rolling pin."

PRETTY THIN!

Husband (reading aloud the report of a fire)—And a woman had to escape down a water pipe at the back of the house.

Wife—O, how splendid to be as thin as that!

COPPER SHOP
Thanksgiving Cards now on display
Make your selection early
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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Four | Oakland, California, December 5, 1927 | Number Fifty

The Gray Shop

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December

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Coats

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Drastic Reductions

Imported Model Hats including all our velvet, soleil and velour hats, both French and domestic models.

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The value of a dollar depends somewhat on who has the spending of it.

DINNER

Thursday, December 8, 1927, 6:15 p. m.

Speaker

MISS REBA CRAWFORD

Pastor of the Fruitvale Congregational Church

Subject

LAUGHTER

Music

by the

MAREMAH SINGERS

Ruette Dunning, Director

Phone Oakland 1470 for Reservations

LAUGHTER—DINNER

At our dinner on Thursday evening our speaker will be Miss Reba Crawford, pastor of the Fruitvale Congregational Church of this city who will speak on Laughter.

Miss Crawford is reported to be a very engaging speaker and was popular as a Chatauqua lecturer for several years. Before that she was an officer in the SalvationArmy and was known in New York City as the Angel of Wall Street.

Her subject at the dinner will be Laughter.

The Maremah Singers, Ruette Dunning, director, will give a group of songs. The other members of the group are Emma Lou Doig, Marie Keaft, Agnes Hauser, Florence Clevenger, Ann Ruedp. Accompanist, Marie Hyde.

—o—

CANDY SALE

The Past Officers annual candy sale is on. Every one says it is better than ever. The price is the same $1.30 for a five pound can. See Mrs. McClenegan at the club who will serve you.

YE YULETIDE DANCE

Esther Goodwin, Chairman of Ye Yuletide Dance committee announces it will be a real Christmas party with a tree, a present for everybody, and good music. Also that her hostess committee, Alice Zwillinger, Ora Egan Bess Parks, Ruth Gibson, Clara Forbes, Florence Bussell, Alice Burnell and Dr. Williamson will see that every guest has a happy evening.

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Letitia Andrews, Hermine L. Kruger
Ann Ryan, Dr. Luella S. Swauger

Bessie Wood Gustason
(Bessie J. Wood)
A Woman Undertaker
2850 Telegraph Ave.
Phone Lakeside 49

OUR STATE PRESIDENT GOES A-VISITING

From the Humboldt Times, Eureka, we quote the following:

"An elaborate banquet, a thoroughly delightful and eloquent talk by Dr. Lillian Shields, president of the California League of Business and Professional Women, an unusually clever program of amusing and original stunts by the members, birthday gifts, a huge and shining birthday cake, a delightful scheme of decoration,—these are the things that marked the birthday dinner of the Business and Professional Women of Eureka given at the Eureka Inn last evening, as one of the outstanding social events of the history of the club since its organization."

Then follows more than a column of interesting description of the program, and quotations from Dr. Shields' address, wherein she contrasted the advantages and opportunities of business women in America with those in the Orient, explained the significance of our National emblem, and predicted a Pan-American business women's organization and then a complete international union, because "We need them, and they need us."

Installation of officers for the next year followed, with Mrs. Ida McLean as President. And later, a Minstrel Show and all sorts of fun.

Dr. Shields says that Eureka is proud of her redwoods, her dairy products, the Teachers' College at Arcata, and her modern Tubercular Sanitorium, but the spirit of cordiality and hospitality surpasses all. Even the original black bear of California was at the Inn to greet the Doctor —at least, so said Mrs. Pettengill, who emerged from its skin at the close of the reception.

We wish Eureka were nearer, that we might all visit back and forth as fellow club members. Hasten the Ford aeroplanes, that we may do so.

THE THEATER PARTY

The Donovan Affair is the play full of thrills; Fulton Theater is the place; Friday evening, Dec. 9th, is the time; Ruth Renick and George Barnes, Oakland favorites, are lead and the Business and Professional Women's Club is giving the party. What more could one want? Why, tickets, of course. Get them at the club or from any of the committee and exchange for reserved seats right away. Committee in charge Mary Barmby, chairman, Hermine Kruger, Jean Baird, Bessie Clow, Carrie Hall, Suzanne Chalmers, Carrie Kennedy, Bessie Whitaker and Mrs. W. S. Withers.

PATRONIZE OUR ADVERTISERS—TELL THEM YOU SAW IT IN THE HERALD.

Emilie J. Edmonds
Face and Scalp Specialist
Reserves Hours 5 to 7 for Business Women
1608 Webster Street
Room 204
Lakeside 1536

AMONG OURSELVES

Mr. A. E. Anderson, a special writer for the Post-Enquirer and a teacher of English in the University extension courses, was a guest at the club last Tuesday.

He was entertained at lunch by our president and Georgia Maiden. It was his first visit to our club and he said he would come again and bring his wife.

—

The dance committee requests donations of door prizes for the dance on Friday evening, also for the loan of electric lights for the Christmas trees.

—

Word comes from Addie Jessen that she is having a delightful rest with her sister, far from all business cares.

—

When our Cafeteria has closed, we will doubtless fully appreciate what a joy it has been.

—

Ada Angel has been doing jury duty lately. That's a good citizen Ada and we shall be glad to hear something of your experiences soon.

—

The last Bridge Luncheon was the best of the series. Members who came that day for the first time said they would never miss another one for they found it a delightful way in which to get acquainted.

The next party will be on the fourth Saturday in January and it will be necessary to get in reservations early as the Garden room was filled almost to capacity at the last party and they are growing in popularity.

—

This is the gala week everybody is sure to be suited. For you who love to dance there is the Holding Company Yuletide dance at the Club Auditorium. For you who love that magic "moment before the curtain goes up" there is the Theater party at the Fulton. Both occur on Friday evening the 9th, and the play is "The Donovan Affair."

SPECIAL NOTICES

Our Club Christmas dinner will be held on Wednesday evening, Dec. 21st, instead of the usual Thursday evening.

The Club Children's party, scheduled for the 17th, has been postponed to the last Thursday in December.

—o—

JUNIOR JOTTINGS

Remember that all reservations for the Installation Dinner Tuesday evening, Dec. 6th, must be in by 5:00 P. M. Dec. 5th, Do so at once. This is the last day.

The president, Alice Bouchet, urges that everyone be seated by 7:00 at the dinner so that the program can begin promptly.

Ye Yuletide Dance, Dec. 16th, tell your friends of the good time in store for them and give them a bid.

Harriet Bakewell,
Pub. Chairman.

—o—

EL CAMINO

The official organ of the State League of Business and Professional Women, affiliated with the National Federation of Business & Professional Women's Clubs, Inc., has made its initial bow.

El Camino, seemed to the editors the most appropriate name "for," they said, "are we not zealously, and with something of real religious fervor, traveling the highway for the realization of our ideals?"

It calls attention to the fact that California is now represented by two members on the National Board of Directors, Dr. Lillian Shields, president of the California League and Florence Stahl, president of the San Jose Business & Professional Women's Club.

The Herald wishes long life to El Camino and to all for which it stands. Lillian Wendemuth and Bird M. Wilson are the editors.

—o—

Listen girls, here's the latest. Save hubby's old velour and felt hats, have them reblocked into stunning hats for yourselves.

—o—

"There must be sacrifice if you want to keep a good shape," says an actress. A good exercise is skipping—especially at meals.

"PHYSICAL FITNESS CURES COMPLEXES"

The above is the title of an article which recently appeared in the **California Clip-Sheet.** It quotes Professor Kleeberger as saying: "If a man is able to take care of himself physically, he is very seldom neurotic or morbidly introspective. Fear of the water, of physical encounters, of accidents, causes a great many 'complexes.' "

He says further: "We train them to swim, to box, to be agile, so they can take care of themselves and others in the water, defend themselves from attack and avoid accidents, enjoy sports and keep fit. This gives them self-confidence and poise."—The Business Woman.

—o—

Proprietor on phone: "Funny greeting cards? Yes, mam, we got funny greeting cards. Oi yez mam—all day lung am I in convulsions in mine own store!"

—o—

A shy young couple came in the store and asked for a card to "Thank the minister for marrying us." They wanted him to know that they appreciated it very much. I told them we didn't have that kind of a cash customer.

—o—

And shall it be, when I become a man,
That I must put away all childish things?
Still let me hold, dear Lord, the faith that sings
In childish hearts. I do not know the Plan
Thou weavest on Thy loom . . but make me see
Beyond the barriers of creed and race
The vision of a child's uplifted face;
Of tiny hands stretched forth in charity.
Give me a child's enchantment when once more
The frail arbutus wakens— when the earth
Is trembling with the miracle of birth,
And dawn-kissed June is waiting at the door.
Oh, let me keep, dear Lord, the Dream that lies
Untouched, secure, in childhood's radiant eyes.

Catherine Parmenter.

CALENDAR

DEC. 1—LUNCHEON. BUSINESS MEETING.
DEC. 9—THEATER PARTY. HOLDING CO. DANCE.
DEC. 15—LUNCHEON. Round Table Speakers.
DEC. 17—CHILDREN'S CHRISTMAS PARTY.
DEC. 21—CLUB CHRISTMAS DINNER.

Junior Section. Installation Dinner, December 6th.

Philomels, music section, every Monday evening at seven o'clock for rehearsal.

The Dramatic section, Tuesday evenings, seven o'clock.

Watch this space for Club events.

THE UPLIFT WAY

Irene P. McKeehan

A happy way is the uplift way
Looking for the Sunlight every day,
Banishing sorrow with a spirit high,
Clinging to joy till it can't pass by.
Living life as real and sweet,
Seeking its beauty and grace complete.
O rich soul!
Knowing the truth of God's control.

—o—

PHILOSOPHY OF THE STREET

It is human nature to like a change, even if one loses by it.

The only sure way to keep young is to change with the times.

The trouble with a train of thought is that it doesn't always run on schedule time.

The world is full of people who are waiting for somebody to give them a start.

The average man at fifty is only half as smart as he thought he was at twenty-five.

People who are really acquainted with themselves aren't found in the self-satisfied class.

Many a man mistakes the contrariness of his nature for a strong will.

Blaming others is a way some people have of praising themselves.

The successful man is the one who does better what the ordinary person considers good enough.

It isn't one's position but one's disposition that makes one happy or unhappy. — Boston Transcript.

ACTIVITIES OF WOMEN

The British house of commons has six woman members.

—

Rosa Bonheur, the famous French painter, began her career as a dressmaker's apprentice.

—

As long as they remain celibates, yomen may enter the clergy of the Evangelical church in Germany.

—

The age limit for women applying for appointments to the Los Angeles police force has been changed from 25 to 40 years to 23 and 35 years.

—

One of the 16 red-capped porters on duty at the zoological gardens in Berlin, Germany, is a woman, Emilie Hase, now past 57.

—

Duchess Karl Theodor of Bavaria, though past 70, personally conducts the most renowned eye clinic in Munich.

—

A third of the Paris girls graduated from trade schools are dressmakers and only one in 25 seeks training as a stenographer or secretary.

—

The women in the mountains of southern Servia have trimmed their hair with sheep shears in a "childish bob" since antiquity.

—Chicago Tribune.

—o—

Billy is an unusually active 4 year old boy who finds it hard to get along without being reprimanded. One day he had not been punished all day. When being put to bed that night he remarked, "It's nicer being good, isn't it, mother. It's so much smoother."

NEVER CARED FOR MARRIED MEN

Husband: You loved me more when we were engaged.

Wife: To tell you the truth, I never did care for married men.

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Four | Oakland, California, December 12, 1927 | Number Fifty-one

THE BUSINESS AND PROFESSIONAL WOMEN *will enjoy*

Remar Cake

WHICH, WE ASSURE THEM, IS THE FINEST CAKE THEY EVER BOUGHT

Try One Today

Golden Sheaf Remar Co.

It is the law of fate that men shall live in part by their own efforts, but in the greater part by the help of others.

LUNCHEON

Thursday, December 15, 1927, 12:15 p. m.

Round Table Speakers

LOUISE SCHMITS

Public Health Nurse — City Health Department

MABEL E. KUSS

Office Manager, Pacific Mausoleum Company

Phone Oakland 1470 for Reservations

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Word comes from Paris that a Frenchman has devised a loud and automatic alarm to frighten off thieves who have been doing a big business in spare tires on automobiles. An electrical connection sounds the horn and keeps it going when any one of the several bolts holding the spare in place is loosened. The alarm would also warn the driver if his tire became detached while driving.

Kitty Good Shop

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BUSINESS WOMENS HERALD

Official Publication of the
BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

Laura E. Pinkston....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. — OAKLAND 1470

Issued every Monday in the interests of the Business and Professional Women's Club

Subscription Price $1.00 per year

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Hermine Kruger .....Vice-President
J. E. Reid..... .....Rec. Secretary
Carrie P. Kennedy.....Cor. Secretary
Cloe Rogers .....Treasurer
Faye Otis .....Auditor

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Mary Barmby

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Mary Barmby .....Activities
Bessie Wood Gustason.....Civic
Dr. Ella McGilvery.....Hospitality
Martha Holmes .....House
Isabel M. Dingwall.....Membership
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OUR REGIONAL PLANNING.

The first annual dinner of the East Bay Planning Association held at our club auditorium recently, brought together the Mayors of all the East Bay municipalities from Hayward to Richmond, also newspaper men, county Supervisors, bankers, city Councilmen, attorneys and real estate dealers.

Only within the last few years, comparatively, have we heard of city planning, and now it has grown to Regional Planning, for no city can live to itself alone any more than can an individual.

What an inspiring thing to think that the East Bay region is awakening to its possibilities and the needs of the future, as evidenced by that splendid gathering of earnest men and women with a vision!

It was disclosed that as far back as 1854 the first Mayor of Oakland, when the city extended only from the Estuary to 14th Street and from Alice to Market Streets, had vision also. He had the foresight to veto an ordinance allowing for the extension of streets to the west to conform to certain property lines instead of straight through for the good of the city. Evidently his veto was overruled, for every street extending west has a jog at Market. These jogs are now among the problems to be overcome.

The interest we take in the work of this Regional Planning Association and the individual support we give, will determine the measure of benefit the whole East Bay region will derive.

Let it be said seventy-five years hence, "see our traffic arteries; see our parks; see our harbor development, adequate for all our needs, because our forefathers had vision."

JUNIOR JOTTINGS

The Yuletide Dance, to be held at the Club Auditorium, on Friday evening, Dec. 16th, is the absorbing topic among the Juniors now.

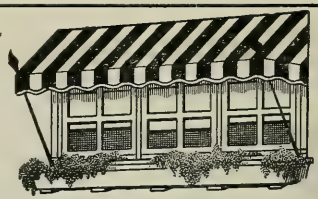
Bonnie Ballantyne and her committee promise some novel surprises and a jolly good time.

Viola Bocca, our new president was duly installed in office at our installation dinner last Tuesday. The other new officers serving with her are Thanet Mellick, vice president; Juanita Stanley, treasurer; Alice Bouchet, Juanita Pearson and Marion Wharton.

It was a joy to work with Alice Bouchet, our retiring president and we are looking forward to an equally happy year with Miss Bocca.

We also welcomed our new senior advisor Alice Moore, who is already well known to us.

Harriet Bakewell.



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Oakland, Calif.

AMONG OURSELVES

Mrs. Clara McKenney entertained Mrs. Becker, wife of Sheriff Burton F. Becker at lunch at the club last Thursday.

—

What beautiful decorations we had for the club dinner last Thursday and for the dance the following evening. We extend our sincere thanks to the Jas. H. Cobbledick Co. for them. They had decorated for the Regional Planning Association banquet and when they learned of our two events following, graciously presented them to the Club as a Christmas present.

—

Mrs. White, our president, gave two delightful numbers for the entertainment of the members of the Regional Planning Association at their banquet on Wednesday evening.

—

Again two of our members will give round table talks. Many interesting things are represented in the Club that we know little about and these talks serve to introduce our members anew.

—

Mary Belle Guber has returned from the south and reports a delightful time. You look fine Belle and tell us, what means that twinkle in your eye.

—

Great things are in store for the 21st at our club Christmas dinner. The Philomels are ready with their beautiful Christmas carols and the dramatic section will put on a little play. Save the date and remember it is to be on Wednesday evening instead of the usual Thursday.

—

Many of the Seniors met with the Juniors at their Installation Dinner last Tuesday evening. They gathered inspiration anew from that group of fine thinking young women, and noted with pleasure the growth in poise and ability among them from their association together.

—

Congratulations to Eloise Cushing, the new president of the Soroptomist Club.

—

Esther Goodwin, chairman of the Yuletide Dance committee wishes to express her thanks to all members who donated the door prizes and services that added so much to the success of the party.

—

We are all very sorry to learn that Ada Angel was taken ill on jury duty and taken to Merritt Hospital. Hope to see her out soon.

—o—

PHILOMEL NEWS

100% attendance is necessary at the Philomel rehearsal tonight in order to prepare our Christmas carols for the big Club party on Wednesday night, Dec. 21. Rehearsals begin promptly at 7:15.

The Paper Drive is coming along nicely with over 3000 lbs. sold to date. Any one wishing to help leave bundles at the Club marked for the Philomels.

The Philomels are also in great need just now of clothing —good warm coats or anything that can be worn to keep people comfortable and fit. Who will help us in our annual effort to make a few less fortunate ones happy? Leave all such donations also at the club.

—o—

A soap box orator was orating in full-throated high. A gentleman eddied up and cupped his ear.

"Can't you hear me?" screeched the speaker.

"No, thank God," he replied, and walked on.

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DEC. 21—CLUB CHRISTMAS DINNER.

DEC. 29—CHILDREN'S PARTY.

Junior Section Yuletide Dance Dec. 16th.

Philomels, music section, every Monday evening at seven o'clock for rehearsal.

The Dramatic section, Tuesday evenings, seven o'clock.

Watch this space for Club events.

MEMBERS YOU CANNOT AFFORD TO MISS A SINGLE CLUB MEETING

Our regular Club Dinner last Thursday evening was one of the most beautiful and most entertaining of the year. It seemed almost a garden party in the decorations of eucalyptus, pine and berries.

Only a Corot could have done justice to the picture on the stage when the Maramah sextette was grouped in the garden like setting to sing. Added to the picture was the harmony of their well blended voices. They sang as if for the "joy of the singing" and radiated joy to their audience.

The sextette is composed of Ruette Dunning. director, Emma Lou Doig, Marie Keaft, Agnes Hauser, Florence Clevenger, Ann Ruedp; accompanist Marie Hyde.

Our speaker was Rheba Crawford, once a Salvation Army lass, now an ordained preacher, a most womanly woman, possessed of a keen mind, charm and a thoroughly feminine voice of a deep rich quality that carries without effort

It was fitting that we should have a real spiritual message in this Christmas month and Miss Crawford gave one that was full and universal and showed that the only full life is a life of service.

Mrs. White, our president, closed the evening with a short summary on how the club activities of this month of December typifies what the club gives to its members. Business and serious concerns at the first meeting, the spiritual and esthetic feast of this meeting, the drawing nearer together in the round table luncheon, the joy in self expression and its consequent development that will feature our Christmas party, the opportunity for recreation in dance and the theater party, the joy of giving at Christmas time and the pleasure of bringing together the children of our members and their little friends at a children's party, the last meeting of the month.

—o—

CLOSING THE DOOR

I have closed the door on Doubt;
I will go by what light I can find,
And hold up my hands and reach them out
To the glimmer of God in the dark, and call:
"I am thine, though I grope and stumble and fall,
I serve, and thy service is kind."
I have closed the door on Fear.
He has lived with me far too long.
If he were to break forth and re-appear,
I should lift my eyes and look at the sky,
And sing aloud and run lightly by;
He will never follow a song.
I have closed the door on Gloom
His house has too narrow a view.
I must seek for my soul a wider room,
With windows to open and let in the sun,
And radiant lamps when the day is done,
And the breeze of the world blowing through."

—o—

Success is getting what you want; happiness is wanting what you got.

California State League Health Committee Meets at Dinner

Last Monday evening Dr. Shields, president of the California League of B. & P. W. C. met with the members of the State League Health Committee at dinner.

The committee composed of Kate Gompertz M. D. of Berkeley, chairman, Freida L. Kruse M. D. of San Francisco, and Mable Geddes of Eureka, discussed with Dr. Shields plans for the year. They will present an outline and suggestions for the Health Chairman of the Clubs at the next California League dinner, which will be held on Tuesday evening, January 10th, at which the San Francisco League B. & P. W. C. will act as Hostesses. Berkeley had the honor of bringing the largest delegation to the dinner held in Alameda in September, thirty attending Who will carry off the honors next time.

—o—

BUILDING DESTRUCTION AND THE MATERIAL MARKET

It has been usual to expect that a large amount of old building destruction is a sign of future building activity. The Dow Service Building report says this does not appear to apply to N. Y. city in the near future as much of the building wrecking going on is for the purpose of opening of new streets or street widening.

So much old brick is being thrown on the market that the price has dropped from $11.66 to $8.66 per thousand. The price of new brick has fallen off $5.00 per thousand and the importation of foreign brick has almost stopped.

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Four | Oakland, California, December 19, 1927 | Number Fifty-two

Hyman's

Final Clearance Reductions

Coats Gowns and Hats

Tremendously Underpriced for Immediate Disposal

OAKLAND Broadway at 19th | BERKELEY 2165 Shattuck

Glory to God in the Highest, and on earth Peace,
Good Will toward Men.

Christmas Dinner

$1.25

Wednesday, December 21, 1927

6:45 P. M.

Entertainment entirely by Members

CHRISTMAS CAROLS
by the
PHILOMELS

"TICKETS, PLEASE,"
(A Christmas Matinee)
DRAMATIC SECTION

A Dickens Christmas Phantasy — A Burlesque in One Act
PAST OFFICERS

A DANCE by the JUNIOR SECTION

CHRISTMAS READINGS
Kate L. Blethen

A Child's Dream of a Star — Dickens
Georgia Maiden
Accompanied by Josephine Swan White

Phone Oakland 1470 for Reservations

HOLDING COMPANY PAPER DRIVE

Dr. Lillian Shields requests that all who have been saving papers for the Holding Company drive bring them to the club immediately or call Oakland 1470 to have them sent for.

She also wishes to remind members that the annual rummage sale will take place early in the New Year and asks that they keep it in mind and begin to save clothing and anything that will sell.

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Martha Holmes .....House
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Ann Ryan, Dr. Luella S. Swauger

OUR OWN CHRISTMAS

From the south-land has come to the Herald desk the call of Dr. F. May Morse to the members of the Busanpro Club of Los Angeles to their first Christmas dinner.

The Busanpro is one of the Business and Professional Women's Clubs in the South affiliated with our State League and with the National Federation. Dr. Morse is the President, and her call to Christmas dinner is so beautiful and so appropriate in spirit for all our clubs that, slightly paraphrased, the Herald presents it as our call to dinner.

At Christmas time every member of the family puts aside all other duties and pleasures and comes home. If one member is absent the joy of the others is a little clouded. So at our Christmas dinner in our Club Home, let us have our circle complete. Let no one vacant chair sadden the pleasure of the occasion. Let every member be present to renew and deepen old friendships and build new ones. At this, our Christmas dinner, let us get together for a jolly time and a re-consecration to the aims of the great national federation to which we belong:

To elevate the standards for women in business and in the professions;

To promote the interests of business and professional women, and to bring about a spirit of co-operation among them;

To stimulate local and state organization;

To extend opportunities to business and professional women through education along lines of industrial, scientific and vocational activities;

To create fellowship and friendship among its members.

Come one, come all, and help us have a most Merry Christmas!

JUNIOR JOTTINGS

The Juniors wish a Merry Christmas to all.

Tuesday night, Dec. 20th, the first business meeting, and a very important one, of the new club year will be called to order by our president, Viola Bocca, promptly at 8 P. M. This will be a most appropriate time for members, who have not been down to club for many months, to come back, start the new year right, and get into the spirit of things. Let's see everyone present.

Ye Yuletide Dance, last Friday night, was declared a great success by all who attended.

Harriet Bakewell,
Pub. Chairman.

BUMPING THE BUMPS

"What is a detour?"
"The roughest distance between two points."

COPPER SHOP
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A WIDE CHOICE
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Phone Lakeside 49

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MERRY CHRISTMAS

AMONG OURSELVES

Have you noticed the announcement for our Club Christmas celebration.

There will be a dinner, and a tree—and such a program, all by our own members.

Our Music Section. the Philomels will sing the Christmas Carols and none who saw and heard them last year will think of missing the beauty of their procession and singing.

Four members of the Dramatic section, Floss Warner, Alice Moore, Bessie Gustason and Ethel Beaumont will give a one-act play "Tickets Please," a Christmas Matinee. This will be the new sections first contribution to the club.

The Past Officers sponsoring the book reviews, will give a Dickens Fantasy, introducing old friends. Kate Blethen and Georgia Maiden will round out the evening with Christmas readings.

Christmas dinner Wednesday evening, December 21st.

—

Remember our Children's party for Dec. 29th. A delightful time is promised each little guest.

—

Addie Jessen was in town for two or three days last week. She reported having a delightful rest in the home of her sister. She looked it. Her cheeks were like apples.

—

Don't ask Ora Egan to run a foot race just now. A sprained ankle is causing a forced rest, but you can't keep her away from her office.

—

Josephine White took part in the Unity Sunday morning service at Ebell Club yesterday morning. She read Edwin Markham's, How the Great Guest Came, by special request.

—

While in Los Angeles recently, Mary Guber was a guest of the Busanpro Club. Dr. May Morse, the president extended an invitation to any member of our club who may visit in Los Angeles to get in touch with her at the University of Southern California. Busanpro Club will be glad to welcome you.

Phone Lakeside 1536

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James Tucker
Announce their Removal to New and More Spacious Quarters
at
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THIRD FLOOR

OUR ROUND TABLE LUNCHEON

Our round table speakers at Thursdays luncheon showed us again how grit and courage win.

Miss Kuss was thrown into business life most unexpectedly. She feels that all her business contacts have been broadening but especially so is her present work with the Pacific Mausoleum Co. as she meets with people in their sorrow and most serious moments.

Louise Schmits did not start out with any idea of becoming a Public Health Nurse, but started out as something of a social worker in the Nurses' Tehama Street Settlement in San Francisco. There her interest in nursing was awakened which finally brought her into the Oakland City Health Department at the time of its reorganization in 1913. She stated that the Motto of the Public Health work is "The greatest good to the greatest number."

Dr. Margaret Wythe stated that she does not think that the citizens of Oakland will ever realize half that Louise Schmits has done for this community.

—o—

CANDY SALE

Christmas is almost here. Candy is in great demand. The supply holding out; the quality is better than ever, but the price just the same, five pounds for $1.30, just ask at the club.

The Candy Fund covers our Mills College scholarship and furnishes a happy Christmas for needy families.

THE TOY-STREWN HOUSE

Give me the house where the toys are strewn,
Where the dolls are asleep in the chairs,
Where the building blocks and the toy balloon,
And the soldiers guard the stairs,
Let me step in the house where the tiny cart
With its horses rules the floor,
And the rest comes into my weary heart
For I am at home once more.

Whoever has lived in a toy-strewn home,
Though feeble he be and gray,
Will yearn, no matter how far he roam,
For the glorious disarray
Of the little home with its littered floor
That was his in the bygone days,
And his heart will throb as it throbbed before
When he rests where a baby plays.

—Author Unknown.

—o—

TRY IT

When you attend the meetings, do not sit down in a corner and expect every member to come and shake hands with you, and in case they fail to do so, complain that the members are unfraternal and that they lack sociability. It is no more their duty to do so than it is yours. Every member should aim to promote the fraternal spirit, by saying a friendly word of greeting to the other members. Try it, and you will like it.—Columbian Herald.

CALENDAR

DEC. 21—CLUB CHRISTMAS DINNER.

DEC. 29—CHILDREN'S PARTY.

Watch this space for Club events.

CHRISTMAS EVERYWHERE

Everywhere, everywhere, Christmas tonight!
Christmas in lands of the fir-tree and pine,
Christmas in lands of the palm-tree and vine,
Christmas where snow peaks stand solemn and white,
Christmas where cornfields stand sunny and bright.
Christmas where children are hopeful and gay,
Christmas where old men are patient and gray,
Christmas where peace, like a dove in his flight,
Broods o'er brave men in the thick of the fight;
Everywhere, everywhere, Christmas tonight!
For the Christ-child who comes is the Master of all;
No palace too great, no cottage too small.

(Phillips Brooks)

—o—

REVISION OF BY.LAWS

It has been recommended by the Committee on Revision, and approved by the Directors, that Article VIII. of the By-Laws be amended to read as follows:

Section 1. (copy)

SECTION 1. Nominations for office shall be presented by a Nominating Committee of five members, of whom one shall be appointed by the President of the Club, and one by the Board of Directors of the Club; and the other three shall be elected by ballot by the members of the Club at the first regular meeting in February. Members of the Club may recommend to the Nominating Committee the name of any member in good standing as nominee for any office indicated. The Nominating Committee shall prepare a list of nominees for all offices to be filled, and file such list with the Coresponding Secretary within two weeks after the election of the Committee, and the Corresponding Secretary shall post a copy of such list in the club rooms not later than ten days prior to the annual meeting in March. At the regular meeting one week preceding the annual election, nominations may also be made from the floor. The names of the persons so nominated shall be posted with the list presented by the Nominating Committee at the same time and place. Election shall be by ballot at the annual meeting, and the ballot box shall be open from 5:30 o'clock P. M. to 7:45 o'clock P. M.

Also, that a new section be added to Article IX. of the By-Laws, as follows:

Section 9. The Board of Directors shall have supervision over all the Committees provided for in Article IX. of these By-Laws, and over the activities of all sections of this Club, however selected.

The above amendments will be voted upon at the busintss meeting on January 5, 1928.

Respectfully submitted,
Harriet A. Haas, Chairman,
Hermine Kruger,
Bird M. Wilson,
Committee on Revision.

—o—

A CHRISTMAS WISH

As expressed by our National President—

"And so I could wish for us no richer gift than that every kindly thought or deed which ever we gave or received might shed a mellow gleam of joy and peace upon this day and in such radiance blot out forever all of ill and hurt and evil in the experience of each.

Thus would we be ready for a new year encumbered by nothing, enriched beyond measure by the good, the true and the beautiful in each experience.

Lena Madesin Phillips

—o—

LOGICAL DEDUCTION

Skeptical Lady: "Can you wear this coat out in the rain without hurting it?"

Fur Salesman: "Madam, have you ever seen a skunk carrying an unbrella?"

Xmas Cards
Leather Goods
Gift Stationery at Popular Prices
A Visit to Our Store will make gift selecting a pleasure
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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Five | Oakland, California, December 26, 1927 | Number One

THE BUSINESS AND PROFESSIONAL WOMEN *will enjoy*

Remar Cake

WHICH, WE ASSURE THEM, IS THE FINEST CAKE THEY EVER BOUGHT

Try One Today

Golden Sheaf Remar Co.

To know what to do is wisdom.
To know how to do it is skill.
To do the thing as it should be done is service.

Children's Party

Thursday, December 29, 1927, 7:00 p. m.

(There will not be a dinner)

SANTA CLAUS

Will Be There With a

Present

For Each Little Guest

Two Children for Each Member or More by Request

The number must be sent in by Tuesday P. M.

Phone Oakland 1470

WHY HAVE A BUSINESS WOMEN'S CLUB..

Co-operation of business and professional women in an organized club:

Makes better business women.

Develops initiative and confidence.

Gives a broader outlook through contact with others.

Furnishes opportunities for physical, mental, and moral growth.

Makes the business woman part and parcel of her community.

JUNIOR JOTTINGS

A very successful business meeting was held last Tuesday night, the first one of the new club year. At that time the standing committees for the year were announced.

On Jan. 20th the Juniors will be hostesses at another dance. Lucille Bacque has been appointed chairman of the dance.

Harriet Bakewell,
Publicity Chairman

CONVENTION SCRAP-BOOK

In the club library you will find our convention scrap-book complete and interesting in every detail. It forms a bit of club history we will be glad to refer to through the years to come. Our thanks are due to Edith M. Bakewell and her daughter Harriet for this difficult and painstaking piece of work. Mrs. Bakewell was also the Treasurer of the Convention funds and rendered service that the club will long remember.

BUSINESS WOMENS HERALD

Official Publication of the
BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

Laura E. Pinkston....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. — OAKLAND 1470

Issued every Monday in the interests of the Business and Professional Women's Club

Subscription Price $1.00 per year

Entered as second class matter, Jan. 17th, 1927, at the post office at Oakland, California, under the Act of March 3, 1879.

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Hermine Kruger .....Vice-President
J. E. Reid..... .....Rec. Secretary
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Cloe Rogers .....Treasurer
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LINOTYPING
Publications *Printing*
(Only woman owning and operating
Linotype in Alameda County)
408 12th Street Phone Glencourt 650

Happy New Year

Father Time is just about to present to us another New Year.

Before it arrives is it not fitting to think over the experiences of the closing year; its joys, its sorrows, its blessings and its lessons pointing the way to better things for the New Year?

There has been delightful fellowship in the club. The outstanding achievement of the year was the Convention that introduced our city and state to thousands throughout our land. Who shall say that there was not another greater achievement? That of the broadening of thought and human understanding that carried our president, National committee chairmen and their workers through the strain of purposes and cross purposes, understandings and misunderstandings of such an undertaking, and left them stronger, better friends than before.

The Herald wishes to extend thanks to our president and to the many members who have so kindly contributed articles, good jokes, advertising and personal news which have brought pleasure to all our readers.

The Herald also wishes to extend thanks to our good member Ora Egan who does all the linotyping and to Cooley & Parker, publishers. Nothing is too much trouble for any of them and their unfailing interest and cooperation makes every issue a joy.

HAPPY NEW YEAR TO ALL.

LAUGHTER!

A laugh is just like sunshine,
It freshens all the day,
It tips the peak of life with light
And drives the clouds away.

The soul grows glad that hears it,
And feels its courage strong;
A laugh is just like sunshine,
For cheering folks along.

A laugh is just like music,
It lingers in the heart,
And where its melody is heard
The ills of life depart;

And happy thoughts come crowding,
Its joyful notes to greet;
A laugh is just like music
For making living sweet.

Anon.

RELIGION IN RUSSIA

It was recently stated by Sir George Hume, who was educated in Russia and is now a member of Parliament, that religion is reviving in Russia. "Christian influences are spreadng even in the Red Army" he states. Whole communities are reported to have gone over to Protestant seats.

A similar return to religion has been noted by the Volksmission which reports that the workmen of a large textile factory near Wladmir, numbering about 7000 have built a church with their own hands. Also that two other churches have been built by factory workers with their own hands and their contributions.

In each case the churches have been built near to former churches that had been closed by the Soviet Government and converted into clubs.

HAPPY NEW YEAR

AMONG OURSELVES

Zayda Bartley writes from her new post in Detroit: "I keep in touch with you all through the dear little Herald and I find through book reviews here that the book reviews of the Past Officers are quite abreast of the times."

—

Take note of this. Two members who have not attended club activities very regularly made up their minds at the Christmas dinner they had been missing something. Result —"Resolved we will never miss another Club dinner."

—

The Board of Directors announces Dr. Luella Swauger as chairman of the newly formed committee on health.

—

Dr. Irma Moon had her mother and her sister Mrs. George Krause of Wyoming as her guests at the Club Christmas dinner.

—

There is now a Business & Professional Women's Club in Juneau, Alaska. It was organized in November and plans are under way for federation with the National, reports the Daily Alaska Empire.

A Happy New Year to the New Club.

—

Considering the delightful entertainment furnished by the music and dramatic sections last Wednesday the Herald predicts a rush for membership in one or the other. And why not? They are just very busy business women, but see what they have accomplished with a little effort under trained directors.

—

Didn't the past officers give us just a Dickens of a time last Wednesday?

—

Have you made your reservations for your little guests at our Children's party?

—

Alice Irwin requests all the November and December birthdays to get in touch with her very soon. Phone Oakland 1117 during business hours, or Oakland 3637 evenings

—

Saylor's Chocolates were the third largest shippers by express in the East Bay, during the Christmas season.

—

Save the evening of January 10th for the State League dinner in San Francisco.

—

Mrs. Fisher, President of Anaheim B. & P. W. Club was a guest at our Christmas party. This club is a member of the State League.

—o—

CLUB TO GIVE CHILDREN'S CHRISTMAS PARTY

What is Christmas without children? Well it just isn't Christmas that's all, so the Club is to have a Christmas party on Thursday evening, December the 29th at the Club rooms at 7:00 o'clock.

The party is to be for the sons and daughters, nieces and nephews and little friends of the members, two children to the member or more by special arrangement.

There will be a tree, of course, and games and other entertainment. There will be a present for each child too, providing members do not fail to advise us of the number. Be sure to let us know not later than Tuesday, Dec. 27th. Call Oakland 1470.

Could your child be happy if he found Santa had forgotten him? Indeed he couldn't. Send word to Santa early for the Christmas party on the 29th and take no chances.

HOTEL OAKLAND

where guests are assured every first-class Hotel Service *combined* with comfort.

Unexcelled Cuisine Convenient Location

Reasonable Rates

Management W. C. JURGENS

IT WAS REAL CHRISTMAS

A Christmas tree, Christmas turkey, Christmas carols and the entertainment all in the "family" made the Club dinner last Wednesday evening a real Christmas.

The Juniors gave the ceremony of the candle-lighting and an inspiring Christmas poem by their President Viola Bocca.

The Philomels made a charming Christmas picture in the processional, with their vestments and lighted candles. May Bunker and Delena Randall were the soloists, Zannette Potter director. The carols were never better sung.

Floss Warner, Bessie Gustason, Alice Moore and Elsie Beaumont gave a delightful presentation of "Tickets Please." They represented the new Dramatic section which has been studying under Mrs. Oscar Maillard Bennet of the University Extension division. We want to hear from them again.

Kate Blethen in Bible readings and Georgia Maiden, in "A Child's Dream of a Star," with Mrs. White accompanying struck the spiritual note of the evening.

The Past Officers brought down the house with their Dickens Phantasy. Many old Dickens acquaintances were renewed. The Phantasy was arranged and directed by Jennie E. Reed, one of our own members.

CALENDAR

DEC. 29—CHILDREN'S PARTY.

Watch this space for Club events.

TRAVELOGUE

Bertha Rennie, who with her husband left Oakland in August for a visit to Scotland, has written the club a letter telling of her travels and experiences:

First of all allow me to thank you for "The Herald." It arrives regularly and gets attention before "The Tribune."

I hope you continue the lunches. It is such a happy coming together of the members. By all means admit the public if there are not enough members attending, to support it.

Would you like a bit of my doing? I'll take it for granted you would. Well, the trip to Seattle and Victoria, B. C. was most enjoyable. We arrived in Victoria the day the Prince of Wales and his brother George did—and we all stayed at the same hotel. They are a fine and seemingly bashful pair of young fellows.

Victoria is a quaint little city and we found Vancouver a perfect bee-hive, so busy it was. There is a fine new hotel, The Georgian, modern in every way and reasonable in charges. The shops are very beautiful, especially the Hudson Bay. Having friends there, I had the privilege of seeing some home life. The people are most hospitable and it is here that one must be prepared to start the pleasant half-hour of afternoon tea. The surrounding country is beautiful and we motored for two full days.

Then came Chateau Lake Louise—I shall not try to describe this lovely spot. We remained two days, then on to Banff. The hotel is the most magnificent I have ever seen. It is well worth while, yes, and the lake is well worth while also. Go if ever you have the opportunity, but be sure to engage your rooms on the lake side. After you have been we will talk about how wonderful it all is.

From Banff we went straight through to Montreal, that big busy city both British and French. But we hurried right on to New York. I thought I knew New York well, but that was ten years ago. To me it seemed it had grown and changed as much as Oakland.

We never stopped going from 8 a. m. to 12:30 p. m. It was hotter than ever and wetter than ever, I never experienced such rain. Here I must tell you to "Shop in Oakland." I didn't to my sorrow. Prices were as high and higher, the stores so crowded and the clerks so different, one just gets worn out losing time, from more interesting things.

Busses are a delight. They are the best if you know your way about, as you are high enough to see distances and look upon the throngs of humanity on the streets.

Continued Next Week.

—o—

THE SHORT COURSE

When James A. Garfield was president of Oberlin College, a man brought for entrance as a student his son, for whom he wished a shorter course than the regular one.

"The boy can never take that all in," said the father. "He wants to get through quicker. Can you arrange it for him?"

"Oh, yes," said Mr. Garfield. "He can take a short course; it all depends on what you want to make of him. When God wants to make an oak, He takes a hundred years, but He takes only two months to make a pumpkin."—The Loyal Workman.

—o—

CUTTING CLASSES

"How do you play hookey from the correspondence school?"

"I send them an empty envelope."

THE DRAMATIC SECTION

The dramatic section which has been studying under Mrs. Oscar Maillard Bennett of the University of California Extension department, held their last meeting of the fall course last Tuesday.

A delightful evening was spent in reviewing the plays and poetry studied and plans were laid for entertaining the Club with a dramatic evening early in the New Year. Mrs. Bennett is an inspiring teacher and every member of the class feels that her powers of perception, and ability to enjoy the drama, and poetry have been greatly increased and a freedom gained in self expression and in meeting and dealing with people in their business and professional life.

"Tickets Please" played by members of the section at the Christmas dinner, was given with naturalness and poise hardly to be expected from so short a training.

Any member who would like to join the class for the spring session may apply to Josephine McClenegan at the club rooms.

—o—

LISTENERS

Men were made to listen as well as talk, for Nature has given them two ears, but only one mouth.—Disraeli.

—

If you like him he has personality. If he doesn't interest you, all he has is disposition.

Elsie O. Stoltz Lola C. Stephens

The Yellow Lantern

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Lakeside 2270

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Five | Oakland, California, January 2, 1928 | Number Two

Great minds have purposes, others have wishes. Little minds are tamed and subdued by misfortunes; but great minds rise above them.—Washington Irving.

The Gray Shop

Semi-Annual
CLEARANCE
of All Fall and Winter Apparel
ALL EVENING GOWNS
1/3 off
Velvet Frocks and all Velvets with Metal Cloth
1/2 off
Afternoon and Sport Frocks
1/4 to 1/3 off
and more
Special Group—Soleil Velvet and Felt Hats, $5.00
Oakland
Berkeley
Long Beach

LUNCHEON

Thursday, January 5, 1928, 12:15 p. m.

Business Meeting

Revision of By-Laws
and
Other Important Business

Phone Oakland 1470 for Reservations

THE REWARD

And only the Master shall praise us, and
only the Master shall blame,
And no one shall work for money,
and no one shall work for fame,
But each for the joy of working;
and each, in his separate star,
Shall draw the Thing as he sees
It for the God of Things as They are.

—Rudyard Kipling

SANBORN'S FLOWER SHOP
410 - 13th St.
Opposite Tribune Tower
Everybody Likes Sanborn Service

LABOR

Let me do my work from day to day,
In field or forest at the desk or loom,
In the roaring market-place or tranquil room;
Let me but find it in my heart to say,
When vagrant wishes beckon me astray,
"This is my work, my blessing, not my doom;
Of all who live, I am the one by whom
This work can best be done in the right way."

—Henry Van Dyke

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OPEN THE DOORS

What will the New Year bring to me?

That is the question uppermost in all minds at this time, at the dawn of another year, and its interest is intensely deepened by the knowledge that no one of us can answer it in whole.

If our vision is earth-bound, and our spirits weighted by leaden fears, we may say, "I'll be lucky to just get by, this year".

But if we remember that this is a time of astonishing happenings; that the good things of life were never so plentifully distributed; that opportunities for accomplishment are everywhere, and open to all,—then we may say, this year may bring the greatest success of my life.

Who knows how our greatest joy may come tumbling in upon us, and we catch our breath, and try to laugh, and try not to cry, and say, I can't believe it! Yet there it is.

Who knows but the realization of one's greatest desire, long cherished and almost despaired of, may come this year? Who knows?

So let us open the doors wide to the New Year, the door of confidence in good, the door of cheerful activity, the door of friendly co-operation, the door of loving understanding, the door of good will to all, and welcome the marvels that will surely come trooping in.

RUMMAGE SALE

Gather up your rummage. The Holding Company plans a big Rummage Sale soon. If packages are too big for you to bring to the Club they will be called for.

—o—

CHRISTMAS CHEER

Happiness was brought to many this year through the club Christmas fund realized from the Candy sale. The committee was on the lookout for families no one else had found and sure enough there were plenty. There were nine children in one of these families so just multiply joy by eleven as you think of them at Christmas dinner.

At another place a fine young father has been out of work three months and could not provide Christmas for his family of four, but the Club did and so on including providing comforts for an aged couple where the husband is stricken with paralysis.

JUNIOR JOTTINGS

Important business meeting, Tuesday evening, Jan. 3rd at 8 p. m. A large attendance is desired.

The Board of Directors announces the appointment of the following committees: **Membership:** Mary Allen, Evelyn Baldaramas, Claire Keefe, Carolyn Beadle and Juanita Stanley. **Initiation:** Claire Adams, Marion Wharton, Eva Chiesa and Virginia Chiesa. **Good Cheer:** Grace Haskin, Ruth Haskin, Evelyn Silsley and Juanita Pearson. **Publicity:** Harriet Bakewell. **Social:** Jean Loupy, Amy Frueler, Bonnie Ballantyne, and Thanet Mellick. **Entertainment:** Leila Marchus, **Chaplain:** Viola Bocca.

Harriet Bakewell,
Pub. Chairman

—o—

A NEW DEFINITION

"Love is that which a girl has who goes with a man who doesn't own a motor car."

—Pueblo Star Journal.

AMONG OURSELVES

Ora Egan recently received a letter from a Wyoming Convention visitor written the day of the first fall freeze. It brought to her mind the flowers and apricots and pleasant people and she said "I do hope hubby and I can break camp some day and go live in California."

We'd like California Incorporated to take note: That Convention is still working.

—

Sarah Moran arrived home from Europe in time for Christmas. She conducted a party of twelve on a European tour lasting several months. At the end of the tour she traveled in Northern Africa and the Balkan States scouting out new points of interest for her next tour.

Welcome home.

—

Mrs White, our president, Josephine McClenegan and Elizabth Clow were all ill on Christmas day, so claimed the Children's party as their Christmas celebration.

—

Remember the business meeting on Thursday noon. By-Law revision and other important matters are to be considered.

—

It's time to rummage.

—

Emily Edmunds, our faithful member and a regular Herald advertiser is nicely installed in her new quarters at 1444 San Pablo Avenue and invites her friends to call.

—o—

CHILDREN'S PARTY

Do we believe in fairies along with Peter Pan? Indeed we do for we have seen them, eleven of them, who were our guests and who danced the Snow Ballet at the Children's party in the Club Auditorium last Thursday. Alice Zwillinger found them and trained them to the delight of our other little guests.

This being a real children's party, children furnished the program. There were musical numbers by Virginia Marshall, Billie and Lucile Urlovic and Betty Edmunds and recitations by Lowell Sturckman.

Then Santa Claus appeared with a great basket of toys for the boys and another for the girls.

Through the courtesy of Manheim & Mazor every child had a toy baloon and as they played their games it became evident they were all fairies.

Helen Callahan of the Miller Ice Cream Company provided cornucopias for the party. The grownups so enjoyed the company of these future business and professional men and women that they are already planning another party for next Christmas.

—o—

DO YOU KNOW THAT

By Science Service

The British Government has established a parasite "zoo" where helpful insects that may prove effective in fighting insect pests are being studied.

—

Plants growing near hot springs often bloom and ripen their fruits weeks ahead of their neighbors a few feet outside the warm steam zone.

—

The Butantan Institute in Brazil raises thousands of poisonous snakes in order to prepare from them serum, effective against snake bites.

—

Krakatoa Island, which was swept clean of life by volcanic eruption in 1883, had 400 kinds of insects in 1921, though the nearest land was 12 miles away.

—

British farm experts have developed an electric plowing attachment which moistens the soil to the proper consistency for plowing as the plow moves through the earth.

—

The soap made in the United States in 1925 equalled 40 pounds to each person in the country.

—

A French electrical engineer has devised an apparatus which puts one to sleep in 8 minutes.

—

Who can remember when mother used to take hot pans out of the oven with the hem of her skirts?—The Oklahoma Dail Oklahoman.

WORK OF THE FARM BUREAU

No longer is the farm an isolated spot given over to drudgery. Farm machinery has lightened the farmer's work, likewise electricity through household appliances has lightened the work of the farmer's wife. And now comes the farm bureau with instruction and culture. Mrs. A. S. Wendel of Bronson, Iowa, a prominent Farm Bureau leader in a recent article says:

"For the past two years the farm women of Woodbury County have taken a course in Interior Decorating and Home Furnishing that is equal in efficiency and results to many similar courses offered by our best art schools and colleges.

"The extension department of Iowa State College at Ames is responsible for the planning of the work which is done in such a systematic and thorough manner that the course of instruction reaches every farm woman in Woodbury County if she is at all interested.

"The one big outcome of all this instruction in home decoration for the farm women is that she has really profited by it. Her standard of living has been raised and she realizes it. Her home is now an artistic and cheerful place to come to. Color, design, proper selection and arrangement of furniture make her rooms attractive and cozy. Her pictures are those of Corot, Millet, Raffael, Rembrandt or masters equally good. She is so familiar with all methods which aid her in properly furnishing her home that upon entering you would insist that an interior decorator with most intensive training and artistic ideas had been employed when in reality the interior decorator is the farm woman herself."

—Sioux City, Iowa, B. P. W. C. Chatter Box.

—o—

DETROIT APPRECIATES QUALITY

The board of education has voted to confer a gold medal of honor upon Mrs. Evangeline I. Lindbergh "in recognition of the great value to this nation and the public school system of the qualities of motherhood she has exhibited."

CALENDAR

JAN. 5—LUNCHEON.
BUSINESS MEETING.
JAN. 12—DINNER.
JAN. 13—HOLDING COMPANY DANCE.
JAN. 19—ROUND TABLE LUNCHEON.
JAN. 26—DINNER.
JAN. 28—BRIDGE LUNCHEON.

TRAVELOGUE

Continued from Last Week.

The underground systems are fine and if you understand the map you can ride miles and miles in no time for five cents. The hotels are fine—but bring your purse.

There are two new theaters that interested me much, The Roxy and the Paramount, seating six thousand and five thousand respectively. Orchestras of one hundred and twenty-five pieces and such beautiful music. The foyers, promenades, rest rooms, tea rooms are most lovely. There are Persian rugs, paintings, crystal chandeliers ablaze with hundreds of electric lights, ceilings which seem high as the heavens, beautiful fountains and bronze statues. Then there was the show, Clara Bow in motion picture and six other high class numbers, all for 75 cents. To see the foyer and lobby alone is worth that, and I forgot to mention the magnificent organ. I can only hope that some day all the club members will have the pleasure of seeing it. I was sorry not to get to the B. & P. W. C. but will do so on our return, about March.

The 3rd of September found us on our steamer "The California." We did not mean to charter the boat but I thought for a while we had as there were only seventeen first saloon passengers and a capacity for nine hundred. A month earlier it would have been filled, but we had a wonderful trip as the seventeen were picked people.

My husband's brother met us in Glasgow, where we landed and carried us off to Loch Lomond. After lunch in the old family home, where we are stopping we were driven to the Gherloch. Such skies as Scotland enjoys! Though it may rain hard in the morning, it is almost sure to smile through with sunshine any minute—but California is my own beautiful state.

Next time I will tell you more of Scotland and her charming hospitality.

My best wishes to the B. & P. W. C. and thank you again for "The Herald."

Bertha C. Rennie.

—o—

PHILOMEL NEWS

Choral practice is resumed Monday night, Jan. 9 of the New Year. And every Monday night thereafter Will every Philomel please be on hand and bring in a new club member who sings.

New work with renewed zeal shall be our watchword for 1928! But all work and no play shall not obtain always for the Philomels intend having a social meeting from time to time. Therefore notice:

Bess Parks, chairman, announces a NIGHT IN BOHEMIA for Monday night January 23, in the Garden Room of the club. Screens will partition off the wall space into cabaret booths, fancy costumes will be worn and refreshments will be served with dancing the main feature of the evening. The "men" will be supplied from the Phillies themselves. Music, singing, stunts and what-not will be diversions.

Club members are always welcome to the Philomel affairs providing reservations are made in advance. Room is limited. There will be a Rubber Neck section for those who wish just to look on.

BAD AIM

"I see you have a sign in your store, 'We Aim to Please,'" remarked the irritated customer.

"Certainly," replied the proprietor, "that is our motto."

"Well," retorted the I. C., "you ought to take a little time off for target practice."

Emilie J. Edmonds
Face and Scalp Specialist
Reserves Hours 5 to 7 for Business Women
1444 San Pablo Ave.
Third Floor
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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Five | Oakland, California, January 9, 1928 | Number Three

THE BUSINESS AND PROFESSIONAL WOMEN *will enjoy*

Remar Cake

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Try One Today

Golden Sheaf Remar Co.

"We owe one-half of our success in this world to some circumstance, and the other half to taking the circumstance on the wing."

DINNER

Thursday, January 12, 1928, 6:15 p. m.

$1.00

Entertainment

DRAMATIC READING

Director of the "Duo Masquers"

Phone Oakland 1470 for Reservations

DAILY LUNCHEON NOTICE

A new plan for the daily luncheons will be found at the club this week. Fay Otis, Jennie Reid and Anna Ihrig compose the committee in charge. They are not telling anything about it excepting that lunch will be served at the usual hours 11:30 to 2 o'clock at popular prices. Tables will be reserved for groups wishing to lunch together and guests are welcome.

The committee extends a cordial invitation to all members and guests.

Kitty Good Shop

100 GRAND AVENUE

Semi-Annual Clearance Sale now in progress

FINE PROGRAM IS PLANNED FOR THURSDAY'S DINNER

Mrs. Kathryn Northrup will entertain with a varied program of dramatic readings at the dinner on Thursday evening.

Mrs. Northrup trained at the American Academy of Dramatic Arts and her critics state that she "brings to her work a rare insight and artistry and her audiences always wish to see her again."

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BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

Laura E. Pinkston....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. — OAKLAND 1470

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WHAT IS OUR CHIEF ASSET?

This is the time of taking stock, taking down all the old goods on the shelves and seeing what is worth keeping.

And so we need to take stock of our club assets that are left over, and determine what is worth carrying on into the New Year.

The chief asset of any Service Club is its contribution to the community—to the common good. This may be expressed in many ways, responding to many calls, meeting many needs. But each club prefers to have its own special avenue through which its contribution may be made, something that it can visualize, and from time to time point to a concrete thing and say, "This have we done."

To all business women the animating principle of the National Federation of Business and Professional Women appeals as the best way in which to give our special service, namely, to so live in our own business relations as to make a better business world, and to make our greatest contribution toward making better business women.

So the better education and training of girls entering the business world is our first objective. Throughout all the clubs this work is going on steadily, and in our own club the stock-taking has revealed that, despite our seemingly small amount in the **Educational Loan Fund**, it has been in pretty constant use, and we are now just starting our **seventh** girl in business training, while four of those who have had the benefit of the loan are now repaying it, to make possible the advantages to four other girls to follow.

W th all our clubs working along this line, can't you picture the astonishing progress in the better education of business women? And haven't we, as an individual club, some valuable assets to carry over into the next year?

STATE LEAGUE DINNER

When? Next Tuesday evening Jan. 10th. 6:45 o'clock.

Where? Women's City Club in San Francisco, 465 Post St.

Who? Members of all the clubs in the State League, especially in this region.

Hostess? The San Francisco League of B. P. W.

Program? Principal speaker, Mrs. William Palmer Lucas, one of the outstanding women of the State. Other interesting people, and reports.

How? Phone Mrs. Guber, Humboldt 630, for reservation not later than 10 o'clock Monday morning. Go direct to Women's City Club, 465 Post St., or join party leaving here on Key Route train, 5:40 P.M., 12th and Broadway.

How much? Only One Dollar.

Everybody wanting a delightful time, be on hand.

JUNIOR JOTTINGS

Tonight, Monday, Jan. 9th, all members serving on the newly appointed committees are to meet in the club house.

Don't forget the Junior Dance the committee promises to give everyone a good time.

We are sorry to hear of the illness of our new member, Madeline Nelson, and hope her recovery will be a speedy one.

Harriet Bakewell,
Pub. Chairman

—o—

PHILOMEL NEWS

The Philomels wish to thank all those who helped with their part in the Christmas entertainment, especialy the Bekins Van and Storage Company who assisted by moving the pianos.

There will be the regular rehearsal at 7:15 this evening. Bess Parks is calling a special meeting of her committee at 7 o'clock preceeding the rehearsal.

FOR YOUR NEW YEAR

May the Dreams you have
dreamed in the long, long
years,
When your heart with hope
was high,
The dear, strange dreams that
no one knew,
Of wonderful things that you
dared not do,
Come true as this year goes
by.

May the Roads you have
pressed with your dream-
shod feet,
Endless and wide and free,
Lead up to the heights you
have longed to know,
To glorious heights where you
dared not go,
And Light that you dared not
see.

May the Love that burned in
your heart of dreams,
Like fire on the hearth of
home,
Lie warm and sweet, a living
sign
Of human faith, and of Love
Divine,
In the heart of the year to
come.

—Author Unknown.

—o—

AMONG OURSELVES

The Herald will be in the mail one day early this issue to give members an opportunity to get their reservations in for the State League dinner.

—

Addie Jessen paid a flying visit to the club last week. She will soon be home to stay.

—

Josephine McClenegan, our executive secretary has been seriously ill at her home the past week. At last reports she was improving. Best wishes from all the members, Josephine, you have been greatly missed.

—

Jennie E. Reid is acting in Mrs. McClenegan's place during her illness. It was she who arranged and put on the Dickens' Phantasy at Christmas time. She is one of those good members who is equal to any emergency.

—

There is a new plan under way for the daily lunches starting Monday. You'll like it. Come and bring your friends.

HOTEL OAKLAND

where guests are assured every first-class Hotel Service *combined* with comfort.

Unexcelled Cuisine Convenient Location

Reasonable Rates

Management W. C. JURGENS

Our club was represented by Josephine Swan White, our president, at the Annual Membership Dinner of the Chamber of Commerce last Thursday evening. Governor C. C. Young was a guest and speaker of the evening as was also H. G. Arnold, Secretary of the Los Angeles Chamber of Commerce.

—

Don't fail to come to the dinner on Thursday evening, Kathryn Northrup is a charming entertainer and was a member of our Club till she went east to live for a time.

—

Mrs. White entertained her friend, Mrs. Charles Nissen and her two guests, Edith Foster and her mother Mrs. Esther Foster, at lunch at the club last week. Miss Foster has been playing minor parts in the Movies but next week starts on her first big contract as a star in "The Collegians" to be filmed at Hollywood. She will be known as Jean Swan to the screen world. She is a beautiful, unaffected young woman for whom success surely awaits.

—

It is with pleasure that th Herald presents Mrs. Fannie Ward Miller's announcement of the opening of the Spring term of her School of Expression.

Mrs. Miller has been a joy to the club on many occasions.

STOCKHOLDERS' ANNUAL MEETING

The annual meeting of the stockholders of the Business Women's Holding Company will be held on Monday evening, Jan. 16th, at the club rooms at 7:30 o'clock, for the purpose of electing directors for the ensuing year and for the transaction of other business.

Any stock holder who cannot be present, kindly fill out proxy attached to personal notice and hand to the Secretary Bird M. Wilson before the opening of the meeting.

—o—

BOOK REVIEW

First meeting of the New Year, next Saturday Jan, 14th. 2 P. M.

The year will be finely started off, with Mrs. Reid reviewing some of the latest books, and Claudine Detoy giving Current Events. You've all heard them both, and know what a treat is in store.

—o—

HERE'S A LUCKY DATE FRIDAY THE THIRTEENTH

Its lucky because its the date of the Holding Company dance at the Club Auditorium. At the Christmas dance the men outnumbered the women and some of them had to be wall flowers. Its leap year girls. Here's your chance.

CALENDAR

JAN. 12—DINNER.
JAN. 13—HOLDING COMPANY DANCE.
JAN. 19—ROUND TABLE LUNCHEON.
JAN. 26—DINNER.
JAN. 28—BRIDGE LUNCHEON.

Philomels meet every Monday evening at 7:15 at the club rooms for rehearsal.

Juniors Section, regular meetings the first and third Tuesday evenings of the month at the club rooms.

Book Review, Saturday afternoon, January 14th.

FRENCH ACADEMY HONORS S. F. WOMAN

and owner of the College Francais and College of Languages in San Francisco was recently awarded by the French Academy of Paris the decoration of the Palms of the Academy.

This decoration was given in recognition of the wonderful improvements she has made in the methods of teaching foreign languages.

Miss Boutin's method is considered absolutely scientific, being based on the knowledge of several languages and the production of the human voice.

—o—

Prussia has now 54 policewomen, with a woman at the head of the women's division. They have also been appointed in Hamburg and Dresden.

In Manchester, England, a woman has been appointed a police doctor, following the adoption of women police.

New Zealand women are asking for police-women.

Are we in this country going to let other countries get ahead of us?

—o—

FORETHOUGHT

Man on Ground (to falling mate): "Fall on your head, Jim. You'll get more compensation."

HOW MUCH TO READ

Norman Hapgood says:

Those of us who have reached a certain point in culture often read too much in quantity and not enough of the highest quality.

Of such reading, Lord Bacon said it was mere laziness. Of the same uninspired type of reading Hazlitt declared that often, instead of using books as spectacles to help us see nature more clearly, we use them as blinds to keep out the light.

Apart from reading for necessary adjustment, what we need most is to read the greatest books often, in moderate amounts, with active attention.

Our most serious readers, on the whole, are the newer arrivals, especially the Jews.

—o—

JOY

Take Joy home,
And make a place in thy great heart for her,
And give her time to grow, and cherish her;
Then will she come and sing to thee,
When thou art working in thy furrow; ay,
It is a comely fashion to be glad;
Joy is the grace we say to God.

—Jean Ingelow

FRAILTIES

All men have their frailties, and who-ever looks for a friend without imperfection will never find what he seeks. We love ourselves notwithstanding our faults, and we ought to love our friends in like manner.—Cyrus.

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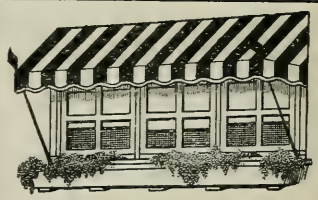

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290 Grand Avenue, Oakland—Facing Lakeside Park
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4—Public Speaking—Story Telling—Voice Training
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Telephone Glencourt 4293—
5:00 to 7:00 p. m. for appointment
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Hinan's

Take great pleasure in introducing their new Spring creations for all occasions featuring Sportswear and three-piece costumes. :: :: ::

Afternoon frocks *and* hats of corresponding charm. :: :: ::

San Francisco — Oakland
Sutter Near Mason — Broadway at 19th

Have more than thou showest,
Speak less than thou knowest,
Lend less than thou owest.
—Shakespeare.

LUNCHEON

Thursday, January 19, 1928, 12:15 p. m.

SPEAKERS

EMORY BRONTE, Trans-Pacific Flyer

on

Air Mail Week

CLIFTON BROOKS.....Community Chest

Round Table Speaker

ANNA IHRIG

on

Art in Needlework

Phone Oakland 1470 for Reservations

ACTIVITIES ANNOUNCEMENT

The Activities Committee announce their last effort for the club year, to take place on the last Thursday in February. It will be in a form to combine the practical, the artistic, and the sentimental, in that it will add to our club funds, furnish a most satisfying entertainment, and compliment our President at the close of her year of able and faithful work for us.

It is always a privilege for members of a club to honor their retiring president and it will be doubly a privilege to so honor our gracious and kindly president, Josephine Swan White.

Mrs. White will be assisted by our own club-member, Rudolphine Radil, and Maurice Anger, lyric tenor, of Berkeley.

The artistry of Mrs. White and Miss Radil is well-known, and Mr. Anger, who comes of a well-known musical family, will be sure to give great pleasure through his lovely lyric voice.

Reserve the date right now—Thursday evening, February the twenty-third. Tickets of admission will be one dollar.

THE GARDEN TEA ROOM

The old Cafeteria has been transformed into the Garden Tea Room and has become popular in a week. The decorations are cheerful and unique, the food delicious and the service good. Prices—everybody says "How do you do it."

Come and try a 35c lunch, or if you want a real dinner take the 50c lunch, or a la carte service if you wish.

Jennie Reid has been the moving spirit, assisted this week by Mary Belle Guber, Anna Ihrig, Dr. Maude Carter and Mary Campbell.

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Harriet Haas .....Revision
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WITH ALL THY GETTING GET UNDERSTANDING

What a world of misconception can be turned away with a little understanding.

A year ago an Oakland business man lost his health, likewise his business as a consequence. The day came that he was so ill he could not be cared for at home, nor was there fuel there nor fire nor food to eat. He had borrowed to the last cent; there was no alternative but the County Hospital. To his amazement he found it clean, well equipped and expert doctors and nurses in attendance. But his mind could not rest because of his destitute family.

In a few days his wife came to see him and told him with joy, how a visitor had come to their home and now there was milk and plenty of food for the sadly undernourished children, fuel to keep them warm and good shoes on their feet.

"Who has done this?" he asked. "Tell me who am I to thank for this great blessing." And her low reply was: "It is mostly the Community Chest, John."

'Twas then that he blushed a deep red for he had not believed in the Community Chest, it was all graft, graft, and he had not used soft words in telling Community Chest workers what he thought.

Soon he said humbly, "I never understood. I must get well and make amends."

He did get well, though it took six months and he has not forgotten.

Many of us fortunately have vision and it does not always take actual experience to give us understanding. The more understanding we have the more gladly and generously will we support the very essential welfare agencies sharing in the Community Chest.

THE LEAGUE DINNER

Over 200 women gathered in the beautifully decorated banquet room of the Woman's City Club in San Francisco last Tuesday evening, when the San Francisco League of B. P. W. was hostess to the State League at its quarterly dinner. Oakland seniors and juniors were represented by 40 members, the Alameda Club a similar number, with good delegations from Berkeley, Richmond and San Jose.

Business and pleasure were closely intertwined. Reports from the Committee Chairmen showed a fine activity, and exquisite music charmed the ear.

You'd never expect the Alameda club women to be two-faced, would you? But they were, in the cleverest stunt imaginable, taking off the State officers. Taking them coming or going, they were strong for the League, however.

A number of noted guests were presented, the speaker of the evening being Mrs. William Palmer Lucas, prominent clubwoman of San Francisco, and a devoted internationalist. Her talk was thrilling, informing, and inspiring. We wish we could put it before every club member. In her portrayal of the privileges and duties of club women all pettiness disappeared, and we could see the beauty in even our differences of opinion, when united for the common good; that we need to be just ordinary human beings, if only we have understanding.

The next meeting will be held in San Jose, sometime in March, the date to be announced later.

—o—

HELP OTHERS

Through this toilsome world, alas!
Once, and only once, we pass;
If a kindness we may show;
To our suffering fellow-men,
Let us do it when we can,
Nor delay it, for 'tis plain
We pass not this way again.

AMONG OURSELVES

We are to fly high at Luncheon on Thursday. Emory Bronte will be our navigator.

—

Ida M. Reed, president of the San Francisco Business and Professional Women's Club, enjoyed our Christmas dinner and the entertainment that went with it. We know for she has said so in a letter to our president and also in the San Francisco Club paper. Among other nice things she said, "It's our proud boast that San Francisco knows how—well, now we know that Oakland does too."

—

The Board of Directors will entertain the club at a reception on Thursday evening, Jan. the 26th, instead of the usual club dinner. There will be a beautiful and unusual program by the McCall sisters.

—

Did you notice the story of the wanderings of our old friend Mae Wilkin in the last Independent Woman. She seems to be thinking of wandering home to California again. A welcome is awaiting her.

—

It was good to have another book review after our holidays and our next Saturday afternoon gathering will be our Bridge Luncheon on the 28th.

—

Alice T. Burnell is teaching a class in Psychology and Psyco-Analysis, "the thing that makes psychology go." The classes are being held in the Garden Room at the club every Wednesday evening.

—

We are glad to report that Josephine McClenegan is now convalescing from her serious illness.

—

Our Garden Tea Room table decorations out Burbank Burbank.

—

Josephine Swan White, our president, representing the B. & P. W. C. at the recent Chamber of Commerce dinner was seated opposite Governor C. C. Young. The business women are moving right up.

—

Mrs. Kathryn Northrup gave a delightful group of readings, both grave and gay, at last Thursday's dinner.

Her rendition of "For Distinguished Service" left her audience throbbing with emotion and loving the character she portrayed. It was an unexpected story considering the title.

The club extends cordial thanks and hopes to have the pleasure of hearing her again many times.

—o—

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5:00 to 7:00 p. m. for appointment

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ON TO NEW ORLEANS

Hospitable Louisiana is preparing a hearty welcome to its beautiful and historic city of New Orleans for the National Federation of Business and Professional Women's Clubs in July.

"New Orleans in July!"

"No its too hot," says a skeptic. "Not at all," counters New Orleans," sunstroke is absolutely unknown." So that is settled.

For sheer joy in novelty one must visit the Patio Royal Tea rooms and lunch in the patio in the shade of palms and growing vines and to the music of gurgling water. The building was erected in 1816 and housed the first Bank of Louisiana. Later it was the home of Paul Morphy the worlds greatest chess player. Its fine old Spanish-Moorish beauty has been kept intact.

This is only one of the interesting places that Julie Pailet, Publicity chairman for the Convention tells about in a letter to the Herald.

What could be more interesting than the name of the Publicity chairman herself; Julie Pailet, a bit of New Orleans atmosphere right there.

Remember to say New Orl-yens.

THURSDAY'S LUNCHEON

A program of unusual interest is scheduled for Thursday's luncheon Emory Bronte, intrepid trans-Pacific flier, who, with his pilot Ernie Smith flew to the Hawaiian Islands will be our guest. He will talk on that latest marvel for speeding up communication, "The Air Mail" in celebration of Air Mail Week starting on Friday. Clifton Brooks of the Community Chest campaign will also be our guest and give a short talk. There will also be a short Round Table talk by our own member Anna Ihrig. Mrs. Ihrig is an expert on Art Needle Work and designing, also an adept at interior decorating. As to her ability at decorating the club needs no telling. Her work as chairman of Decorations at the club has been a continual joy. She will have some exquisite samples of Art Needle Work.

—o—

JUNIOR JOTTINGS

A grand surprise awaits all members and their friends at the social meeting to be held on Tuesday evening, Jan. 17th. The social committee announces that refreshments will be served also —need more be said?

The Junior Dance takes place on Friday evening, Jan. 20th, in the Club Auditorium. A new and snappy orchestra will furnish the music.

Our member, Lula Marchus, is to be leading lady in "The Iron Car" to be given by the Oakland Chapter of De Molays on January the 27th and 28th.

Harriet Bakewell,
Publicity Chairman.

CALENDAR

JAN. 12—DINNER.
JAN. 13—HOLDING COMPANY DANCE.
JAN. 19—ROUNDTABLE and Air Mail Luncheon
JAN. 26—RECEPTION.
JAN. 28—BRIDGE LUNCHEON.

Philomels meet every Monday evening at 7:15 at the club rooms for rehearsal.

Juniors Section, regular meetings the first and third Tuesday evenings of the month at the club rooms.

Junior Dance on January 20th.

WHAT?

We shall be so kind in the after-
, while,
But what have we done to-
day?
We shall bring to each lonely
life a smile,
But what have we brought
today?
We shall give to truth a grander
birth,
And to steadfast faith a
deeper worth,
We shall feed the hungering
souls of earth,
But what have we done today.

—o—

HUNG JUST FOR MURDER

"How long you in jail fo', Mose?

"Two weeks."

"What am de ch'ge?"

"No ch'ge, everything am free."

"Ah mean, what has you did?"

"Done shot my wife."

"You killed yo' wife and only in jail fo' two weeks?"

"Dat's all—den I gets hung."

—o—

LIONS AND MEN

Certainly the lady lion tamer appeared to fulfill all the advertisements said of her, for she performed some daring feats. One evening she beckoned to the fiercest lion in the circus, and he strolled up and meekly took a piece of sugar out of her mouth.

"Anybody could do that," cried a man derisively from the audience.

"Do you dare to say you would?" stormed the indignant women.

"Certainly," was the answer. "Just as well as any blinkin' lion."

BRUSH CROSSING TRANSFORMED

"Who will win the garden prize this year?" is the most absorbing question at Brush Crossing, a coal mining town in Illinois.

The place has been transformed by the passing of the saloon and the annual offering of fourteen garden prizes by the Madison Coal Co., owner of the mines. These prizes are eagerly sought by the miners most of whom are negroes. A few years ago, the town was a collection of unsightly shacks, but now they have been repaired and painted to make suitable backgrounds for the gardens.

The men hurry home to their gardens and winter evenings finds them poring over seed catalogues and planning for the next years gardens.

A sense of beauty and orderly development is manifested among the contestants and their competition is most friendly.

—o—

VALUABLE PRECEDENT

"Listen," remarked the exasperated driver over his shoulder, "Lindbergh got to Paris without any advice from the back seat."

—o—

THE CAUSE

"My goodness!" exclaimed the old lady on the bus, "isn't the traffic thick!"

"It's not the traffic," grunted the conductor, "it's the cops."

—o—

DANGEROUS

"Wheah you all bin?"

"Lookin' foah work."

"Man! man! Youah cu'osity's gonna git you into trouble yit."

BRAIN-WORK STUFF

Farmer: "Thought you said you had plowed the ten-acre field?"

Plowman: "No; I only said I was thinking about plowing it."

"Oh, I see. You've merely turned it over in your mind."

Colonial Cafeteria Co.
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Oakland - California

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Librarian,
mento, California

BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Five | Oakland, California, January 23, 1928 | Number Five

THE BUSINESS AND PROFESSIONAL WOMEN *will enjoy*

Remar Cake

WHICH, WE ASSURE THEM, IS THE FINEST CAKE THEY EVER BOUGHT

Try One Today

Golden Sheaf Remar Co.

A good deed is never lost. He who sews courtesy reaps friendship, and he who plants kindness gathers love.

—Pythagoras.

RECEPTION

Thursday, January 26, 1928, 8:00 p. m.

By the Board of Directors
To Members and One Guest Each
Entertainment
LES BEAUX ARTS
presented by
THE McCALL SISTERS
assisted by
MR. ERNEST BOODT, Tenor
Berkeley Aeolian Trio
MISS DOROTHY WELLS, Violinist
MISS ESTHER CASE, Cellist
MISS RUTH CUTLER, Pianist
The Juniors will serve refreshments
This announcement is the official invitation to Members and their Guests

WOMAN GIVEN ASSESSOR JOB

News from Berkeley states that City Manager John N. Edy has announced that Miss Pauline Young will act as Assessor pending reorganization of the office.

Through this appointment Miss Young becomes executive for three important departments of the city of Berkeley. Miss Emma Hann, City Clerk in Berkeley is one of the first women to hold an executive position in municipal government in the state.

MARY GARDEN OUR GUEST.

An invitation was sent to Mary Garden in Chicago to lunch with the Club during the opera season here in March. This is her reply by wire:

"Will lunch with pleasure any day except the day I sing. Regards. —Mary Garden

—o—

BRIDGE LUNCHEON

Saturday afternoon, the 28th, is the date of the first Bridge luncheon of the new year. Make reservations early to make sure of getting a table.

CIVIC LUNCHEON

Bessie Wood Gustason, Chairman of Civics for the Alameda district of the Federated Women's Clubs, entertained the club civic chairmen at luncheon in the Sunset Room of the club recently.

Fred Reed spoke on Regional Planning and E. C. Landels on Major Traffic Highways.

The Alameda district comprises four counties and twenty clubs were represented at the meeting.

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Ella Saylor .....Reception
Mary Barmby .....Activities
Bessie Wood Gustason.....Civic
Dr. Ella McGilvery.....Hospitality
Martha Holmes .....House
Isabel M. Dingwall.....Membership
Anna Ihrig .....Decoration
Ann Ryan .....Emblem
Harriet Haas .....Revision
Dr. Luella Swauger.....Health
Eloise Cushing .....Parliamentarian
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COPPER SHOP
A Shop of Original Gifts
Copper
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Circulating Library
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Mrs. B. G. Whitaker
Franklin at 19th St.; Oakland

JUST LOOK AT THIS!

Comparisons are odious, it is said, but this is the day of refuting many time-worn proverbs, so we're going to invite a comparison with no fear of its repelling character.

In the Woman's Journal for January the Club Restaurant of the Dayton Woman's Club is described in great detail, as it is one of the few club tea rooms that is known to operate at a profit. It serves luncheon every day except Sunday, and a dinner ot the club one night each week. They state that the fact that the co oking is always good, and the prices reasonable, are the two main factors. Let us compare.

Their regular luncheon is served for 75 cents. It consists of a salad, a meat dish, vegetable, hot rolls, tea or coffee, and **no dessert.** A vegetable luncheon is also 75 cents. When chicken is served, the price is 85 cents.

In our own tea room the highest price is 50 cents for a regular luncheon. Here are samples of menus served last week: Soup or salad; roast pork with apple sauce; one vegetable; tea or coffee,; tapioca pudding, whipped cream.

Another day: Soup or salad; Creamed lamb; baked potato; cauliflower; tea or coffee, and choise of dessert, mince pie, cake, ice cream or fruit.

Then there is a lunch for 35 cents, consisting of a meat dish, choice of vegetables, a dessert, tea and coffee;

Also, a vegetable plate, with tea or coffee, 35 cents.

And always a luncheon may be chosen a la carte.

Compare the prices. We know our food is most excellent at all times. And how beautifully it is served. No more cafeteria style.

In Dayton the dinner is $1.25. We charge only $1.00 and have an interesting program besides.

Does this comparison not show how truly blest we are in our lovely Garden Tea Room, with its delicious food well served, at such low prices? Do we know a good thing when we see it, or don't we?

DRAMATIC SECTION TO RESUME STUDY

Tuesday evening, Feb. the seventh, the dramatic section will resume their study under Mrs. Oscar Maillard Bennett of the University of California Extension Division.

Mrs. Bennett is an inspiring magnetic teacher, who lifts her pupils out of self consciousness, into a feeling of confidence and ability, beside opening up a knowledge of the best in literature and the drama.

Tickets Please, the little play given by four members of the section at our Christmas entertainment, was a delightful example of the fine work the section is doing. It is limited to twenty--five members and applications for membership should be sent in right away. See Mrs. McClenegan or Mrs. Reid at the club.

JUNIOR JOTTINGS

Last Friday night one of the Junior's most successful dances took place and the committee in charge of the event deserve a great deal of credit.

The social, a week ago, was splendid and many members and prospective members were present.

The newly appointed membership committee is planning great things in the way of a drive for new members—great things are expected of them.

Remember to get your tickets for "The Rear Car", featuring our club member, Liela Marchus and given by the De Molays on January 27th and 28th, in the Civic Auditorium.

Harriet Bakewell.
Pub. Chairman.

4-Room Apt. For Rent
Beautifully Furnished. Close transportation
Call at 4111-A Terrace Street

AMONG OURSELVES

Mary Barmby has been elected vice president of the Alameda County Employees Association. Congratulations.

—

Our deepest sympathy is extended to two of our members in their sorrow. Alice Irwin is doubly dereaved by the death of a very dear sister-in-law and also a niece. Zannette Potter too is bereaved in the loss of her sister-in-law, mother of her little niece and nephew, who have frequently visited at the club with her.

—

Mary Barmby, County Librarian. Jean Baird and Florence Everett her assistants, attended the dedication of the New Jane Clough Library at Niles on Saturday afternoon.

—

One of our stores has been rented to our member, Polly Anson, who will soon open a branch of her Piedmont Avenue store. It will be known as the Polly Shoppe and will carry a fine line of Ladies Apparel, Dresses, Hats and Hosiery.

Mary Belle Guber will be manager.

—

Isn't this a gala week, with a reception and fine program on Thursday evening and the Bridge Luncheon on Saturday afternoon.

—

At the Book Review on Saturday last, Mrs. Reid reviewed Booth Tarkington's last novel, Claire Ambler, Galleon's Reach, by Tomlinson. a notable book, a novel with a romance, and the Life of Thomas Paine, by Katherine Best. A wide range was covered, and these reviews certainly furnish an informing hour to us busy women on the current books.

—

Some of our members are changing about.

Clara Forbes, is the manager of the New Beauty Shop opened by Whitthorne & Swan on Saturday, and Lucy Shinn is handling Barclay iLngerie which she will display in your own home upon request.

Sucess to them both.

—

Thursday's lunch was a delightful hour. Clifton Brooks told of the Community Chest work and aims in a convincing manner. Anna Ihrig told how she paid $5.00 a month rent for her first needle work shop in 1910 and feared she would never make it, but was going strong on $565.00 per month when she sold out in 1924.

Best of all was Elmer Bronte on aviation. He was very modest and just passed over his flight across the Pacific. Modesty seems to be a prevailing trait in Aviators. Mail plains fly 11000 miles every day in the United States acording to Mr. Bronte and it is his conclusion that this proves there is something in flying as a safe mode of travel.

He paid a high compliment to Oakland's airport.

—

Our Club year is drawing to a close. A nominating committee will be elected at the first regular meeting in February.

HOTEL OAKLAND

where guests are assured every first-class Hotel Service *combined* with comfort.

Unexcelled Cuisine Convenient Location

Reasonable Rates

Management W. C. JURGENS

CLUB RECEPTION

The usual club dinner will be omitted on Thursday, the 26th and a reception by the Board of Directors will take its place. The evening will be rounded out by a beautiful program by the McCall Sisters, Jeannette and Eileen, asisted by Mr. Ernest Boodt, tenor and the Berkeley Aeolian Trio, Dorothy Wells, Violinist, Esther Case, Cellist and Ruth Cutler, Pianist. They are all artists and a delightful evening is in store for our members and their guests.

—o—

HUNGRY

Friendly German (to waiter): "Wie gehts?"

Waiter: "One order of wheat cakes."

German: "Nein! nein!"

Waiter: "Nine? Boy, you sure are hungry!"

The FANNY WARD MILLER Dramatic Studios

290 Grand Avenue, Oakland—Facing Lakeside Park

Tenth Year Opens Monday, January 9, 1928

1—Groups for Adult Play Production or Private Study
2—Child-Player Groups—Girls and Boys of Grammar School age.
3—Repertoire for Entertaining—Readings
4—Public Speaking—Story Telling—Voice Training
5—Pantomine and Grace Culture for Screen Students

Telephone Glencourt 4293—

5:00 to 7:00 p. m. for appointment

Free Try-outs for Membership in the Oakland Child Player's Club every Saturday in January from 10:00 to 12 o'clock.

CALENDAR

JAN. 26—RECEPTION.

JAN. 28—BRIDGE LUNCHEON.

Philomels meet every Monday evening at 7:15 at the club rooms for rehearsal.

Juniors Section, regular meetings the first and third Tuesday evenings of the month at the club rooms.

Junior Dance on January 20th.

S. O. S.

Some one—be quick—come to the rescue!

We've a fine club. We love it. Our members are women of intelligence, ability and grit, so every necesary activity to carry on is efficiently manned—pardon—womaned, save one. And that one is an advertising manager for the Herald.

Every member is as busy as she can be, and yet it is only busy people who accomplish and do the little things on the side that add so much to their own joy and that of their fellow man.

There are many in the club who could easily get a few more ads—see that they are kept up to date and that the publisher receives them on time. Just a little odd job for odd moments and a God bless you from the Herald.

—o—

STOCKHOLDERS' MEETING

The annual meeting of the Holding Company took place at the Club rooms recently. Reports of the year's business were read by Dr. Lillian Shields, president and Addie Jessen, treasurer.

Eleven directors were elected five of them having served last year, Bird M. Wilson, Ella Saylor. Jennie Hammond, Josephine McClenegan and Florence Bussell. The six new directors elected are Flossie Warner, Elizabeth Clow, Victoria Escoffier, Mary Barmby, Edith Bakewell and Claudine Detoy.

Dr. Shields who has been president of the board from the first, declined nomination, as did also Hermine Kruger. Mary Guber, Bessie Gustason, Addie Jessen and Dora Cooley.

PHILOMEL NEWS

Bess Parks, chairman of the entertainemnt committee for January announces a Philomel Cabaret party for tonight, Monday, Jan. 23, with a dinner set for 7 o'clock sharp. San Leandro en masse will be in attendance and a right good time is expected. Dancing, singing, music, stunts, and games are features. Alice Zwillinger will be there with a kiddie revue, Daisy Miles with her banjo and a lot of other things. All will be in costume. Club members cordially invited.

—o—

DOFFING OF HATS CUSTOM FROM FEUDAL TIMES

New York—Sunday promenaders on Fifth Avenue see more hat doffing than do the crowds that move along the sidewalks on workdays. After church the avenue fills up with neighborhood people, who at least know many members of their own congregation. But few among them. from those wearing informal fedoras to those in ceremonial silk hats, probably ever question where this hat doffing orignated.

As a fact, the doffing of the hat was a common custom long before the modern type of headgear were fashioned. In the days of knights in armor. when a man traveled incognito under all enveloping helmets. it was customary to remove the iron headdress in the presence of a lady so that she might see his face. By this act she would be assured that her grim iron clad vistor was a friend or acquaintance.

As a custom of respect the practice thus came down from feudal times. Today not only to the fair lady but also to persons of dignity, and in places and situations demanding particular respect or reverence, men uncover their heads.

BURLINGABE CLUB HAS A BIRTHDAY

The Burlingame Club will celebrate its third birthday on Thursday, February the second. A cordial invitation is extended to members of this club to attend.

Phone our club for reservations by Tuesday Jan. 31st. Oakland 1470.

—o—

JUST LOOKED

"How did you find the crops?"

"Oh, it wasn't much trouble. I walked to the top of a hill and looked down into the valley, and there they were. ,

Phones Oakland { 2741 / 2742

THE

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Visit Witthorne & Swan's New Beauty Shop

All that contributes to an atmosphere of comfort, cleanliness and refinement has been generously provided for the interest of our customer friends.

You will find a staff of highly trained operators, each an expert in her or his duties, ready to serve you.

Situated on the 10th Street Balcony

Under the management of

CLARA FORBES

Washington St. at 10th and 11th

Revenge is the weak pleasure of a little and narrow mind.
—Juvenal.

LUNCHEON

Thursday, February 2, 1928, 12:15 p. m.

Business Meeting

Business of Importance
To Be Transacted

A Large Attendance is Desired

Five-Minute Talk
by

LAURA E. PINKSTON

of the Associated Charities
a Community Chest Agency

Phone Oakland 1470 for Reservations

PAST OFFICERS' DINNER

The Past Offcers will hold a dinner and business meeting at the Club rooms, Friday evening, Feb. 3rd.

—o—

REAL BUSINESS WOMEN

Mrs. Frances Raymond, president of the San Francisco League of Business and Professional Women and her business asosciate, Miss Elizabeth Adams have their hotel reservations already made for the National Convention B. & P. W. C. in New Orleans in July.

—o—

Have you sensed that subtle difference in the air, and noted the busier bustlings of the birds, and the roses bursting out from the bare branches, in anticipation of a welcome guest, the Spring?

PRAYER FOR A LITTLE HOME

God send us a little home
To come back to when we roam:
Low walls and fluted tiles,
Wide windows, a view for miles;
Great talks in little nooks,
Dm colors, rows of books;
One picture on each wall;
Not many things at all.
God send us a little ground
Tall trees standing round
Homely flowers in brown sod
Overhead Thy stars, Oh God.

Author Unknown.

DRAMATIC SECTION

The first meeting of the Dramatic Section has been postponed to Tuesday evening, Feb. 14th. This will be an open meeting where the objects and work of the section will be explained and the line of work for the spring term will be decided. All club members are welcome.

—o—

Here are two dates to keep in mind: the Holding Company Dance on Friday, Feb. 10th and the wonderful concert on the 23rd.

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FOR FRIENDLY SERVICE
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Letitia Andrews, Hermine L. Kruger
Ann Ryan, Dr. Luella S. Swauger

ORA EGAN
LINOTYPING
Publications *Printing*
(Only woman owning and operating
Linotype in Alameda County)
408 12th Street Phone Glencourt 650

LADIES OF THE JURY

The tongue of eloquent attorneys do not trip so often now in addressing a jury as a short time ago; they do not forget to begin with LADIES AND Gentlemen of the Jury—at least in over 20 States and in Alaska and District of Columbia they do not, for women share the privilege of jury service with men there. In the remaining States the struggle still goes on, in some requiring special laws to be passed where the word "man" or "male" appears in the jury law, instead of the word "citizen", while in others it is simply the opinion of some Attorney-General against the women, requiring a test case to be taken to the Supreme Court to settle it.

In England, Germany, Norway, Sweden and other foreign lands women are jurors.

In California the women are not only the backbone of the jury system, but almost becoming the whole body of it, and it may not be uncommon soon to find the "jury of his peers" provided by our constitution, composed entirely of women.

Why? For two reasons: Women are taking citizenship seriously, and not shirking any duty it presents. Also, it affords a new and interesting experience, an indoor sport rivaling bridge and running a close race with golf. To quote from a woman juror of Maine:

"I stand to-day a better citizen, a wiser woman for the few weeks' training in weighing evidence. I realize the work of the Sheriff and Prosecuting Attorney in checking crime. I realize the importance of supporting them by strong public opinion. I realize the necessity of looking at both sides in a civil case without bias, and without prejudice."

If the jury service is to remain a vital part of our system of legal administration, the intelligent, well-balanced women who are not closely tied at home and who have not the urgent claims of business, must give their tithe to this important service.

KINDNESS

By Edgar A. Guest

One never knows
How far a word of kindness goes;
One never sees
How far a smile of friendship flees.
Down through the years
The deep forgotten reappears.
One kindly word
The souls of many here has stirred.
Man goes his way
And tells with every passing day,
Until life's end:
"Once unto me he played the friend."
We cannot say
What lips are praising us today.
We cannot tell
Whose prayers ask God to guard us well.
But kindness lives
Beyond the memory of him who gives.

—o—

Seeing is believing except in the movies.
—Marshall County Banner.

JUNIOR JOTTINGS

We are sorry to hear that Jennie Hyman has been ill and we hope to see her at club soon.

—

Lillian Schenegal has gone to Los Angeles for two weeks and we only hope that she won't forget to come back.

—

Many of the members enjoyed seeing our club member, Liela Marchus, in "The Rear Car" at the Auditorium on Saturday night. Liela, of course, did very well as did the rest of the cast.

—

Remember the next meeting is Feb. 7th. Come.

Harriet Bakewell,
Pub. Chairman

—o—

DOUBLE BARRELED

Lawyer—I wish to inform you that your wife is seeking a divorce.

Husband—Fine; tell her to get one for me, too.

AMONG OURSELVES

Important business meeting next Thursday. Be on hand.

—

The Saylor Sisters motored to Hollywood last week to attend the Western Confectioners' Association Convention.

—

Dr. Lillian Shields, who for five years was president of the Holding Company was entertained by the old Board of Directors at dinner at the House of Crane upon her retirement from office. Dr. Shields served as president from the beginning and several of the directors served throughout that time with her. The club acknowledges with gratitude the fine service rendered by these faithful members and says, with a smile, Well done!

—

Have you brought your friends to the Garden Tea room for lunch?

—

Josephine McClenegan has not made as quick a recovery as her friends had hoped, but is improving right along.

—

Elizabeth Clow, one of the new directors of the Holding Company has a hobby. It's a continuous paper drive and she says spread them out and roll them in thick rolls. They bring more money than when folded.

—o—

CITY MANAGER.

Representatives of the civic, welfare and service clubs of the city will meet at the Hotel Oakland on Friday evening, Feb. 3rd by invitation of the Lions Club, to discuss the project of city-manager government for Oakland.

Harry J. Harding, president of the Lions Club states that this action has been taken by the club following a complete study of the National success of the city-manager plan of government and following a meeting of leading citizens of Oakland, including both men and women who have decided that an active campaign should be launched in Oakland for the establishment of the system here.

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5:00 to 7:00 p. m. for appointment

Free Try-outs for Membership in the Oakland Child Player's Club every Saturday in January from 10:00 to 12 o'clock.

LES BEAUX ARTS

It was indeed Les Beaux Arts presented by the Misses Eileen and Jeannette McCall at our club reception and Musicale on Thursday evening. We have had many delightful entertainments in our lovely auditorium, but this was different than any, in its diversity of charm. The lighting and decoration ot the stage, simple in design, was yet the most effective we have seen, and partaking of the character of each number. The Chinese scene in particular was a truly gorgeous spectacle. All the stage settings were designed by the Misses McCall, the lighting directed by Mr. Ernie Metz. And the young ladies themselves, whether at the piano, in cantillation, or in character dance, brought the most enthusiastic applause from the large audience. It was a picture long to be remembered.

The program was rounded out by numbers by the Aeolian Trio, Misses Dorothy Wells, Esther Case, and Ruth Cutler, and by the tenor solos of Mr. Ernest Boodt, with Miss Margaret Weber assisting in one number.

The thanks of the club are certainly to be extended to these young artists, and to the Directors of the Club for a delightful evening.

—o—

Johnny, ten years old, applied for a job as grocery boy for the summer. The grocer wanted a serious-minded youth, so he put Johnny to a little test.

"Well my boy, what would you do with a million dollars?" he asked.

"Oh, gee, I don't know—I wasn't expecting so much at the start."

NEW NEEDS AS WE GROW

Following the adoption of the amendment to the By-Laws providing for the supervision of the activities of all sections now existing and to be formed in future, the Board of Directors formulated certain rules, sending a copy to each section. In so large a club with so many activities, the Board feels that these rules will serve a good purpose, in more easily unifying the work of the sections with that of the club as a whole, as well as to prevent conflict in dates and overlapping of activities. We find we are something like the aviators: at first we flew at will, but now we must have government regulations.

—o—

TEN WAYS TO MAKE A CLUB FLOURISH

Go to meetings and be punctual.

Co-operate with officers and members.

Accept office if offered.

Express your opinion in the meetings instead of criticizing action afterward.

Do not be afraid to work.

Pay dues promptly.

Get new members by telling the best people you know that they should be connected with the best club you know.

Do not be afraid of an honest difference of opinion.

Seek out new and interesting pieces of work for your club to undertake.

Be loyal to the ideals and standards of your club.

Women's City Club Magazine

CALENDAR

FEB. 2—LUNCHEON. BUSINESS MEETING.
Election of Nominating Committee.

FEB. 9—DINNER.
Reading by Mrs. Oscar Bennett "Lincoln".

FEB. 11—BOOK REVIEW.

FEB. 16—ROUND TABLE LUNCHEON.
Speakers Elisabeth Sherman - Dr. Minora Kibbe.

FEB. 23—DINNER.

FEB. 25—BRIDGE LUNCHEON.

Junior Section, regular meetings the first and third Tuesday evenings of the month at the Club rooms.

Philomel rehearsals every Monday evening.

THE SPARROW

Mystical, sorrowful, stiff and still;
A sparrow stood on a wintry sill.
The night wind, with its icy sheet,
Ruffled his feathers and stung his feet.
But his bright eye peered through a window pane
And he visioned the warmth of a June time lane.
He saw the lights of the fireplace fall
Over the patterns of somebody's wall.
His heart was thrilled by a paper rose
He had found at last where the summer goes.

—o—

HIS REPLY

The fire eating colonel had received a letter which consumed him with rage, but this was his reply:

"Sir: My stenographer, being a lady, cannot transcribe what I think of you. I, being a gentleman, cannot think it. But you being neither, will understand what I mean."

—o—

TAMING THE WILD

"Hello, old man, where have you been?"

"Just got back from a camping trip."

"Roughing it, eh?"

"You bet. Why, one day our portable dynamo went on the bum and we had no hot water, heat, electric lights, ice or radio for almost two hours."

CHEERFULNESS

Thank God for the one who is cheerful
In spite of life's troubles, I say;
Who sings of a brighter tomorrow
Because of the clouds of today;
His life is a beautiful sermon,
And this is the lesson to me;
Meet trials with smiles and they vanish,
Face cares with a song and they flee.

—Selected

—o—

The master was speaking of modern inventions and he asked "Do any of you know what the first talking machine was made from?"

Little Fritz put up his hand: "Please, sir. out of a rib."

—o—

QUITE THE OPPOSITE

Heck—I suppose your wife always has her own way.

Peck—Oh, no, she doesn't. If she had her own way she'd be twenty-four and slim, instead of being forty-two and fat.

—o—

"CASH IN, THAT'S ALL"

Uncle—Well, Anthony, I have taken out a $25,000 life insurance policy in your favor. Could I do anything more for you?

Nephew—Nothing more on earth, uncle.

—o—

OUR SORROWS

Thecapacity of our sorrows belongs to our grandeur; and the loftiest of our race are those who have had the profoundest sympathies, because they have had the profoundest sorrows.—Henry Giles.

WORK STARTS ON MOUNT DIABLO BEACON

On Jan. 24th, workmen began to lay the concrete foundation atop Mt. Diablo for the most powerful beacon west of Chicago. It will be visible for 100 miles, it is said, and will guide air mail flyers and other navigators.

—o—

HOPELESS

A mountain school teacher corrected a boy who had said, "I ain't gwine thar."

"That's no way to talk. Listen:

"I am not going there; thou art not going there; he is not going there; you are not going there; they are not going there. Do you get the idea?"

"Yassur. They ain't nobody gwine!"

—o—

AS A MAN THINKETH

To the cheerful mind the world is bright and sunny—
All its experiences have a bright side. As we think,
We are and as we think of it the world is to us—
So, you see, 'tis As You Like It—
As you make it, let us say;
Man, the image of his Maker,
Moulds his own life every day.

—S. F. Business Woman

—o—

PICKED THE WRONG SPORT

Convict (reading newspaper): "Dere's justice for yer! A football player breaks two men's jaws and another man's leg and is de lion of de hour, while I gets ten years for only stunnin' an old guy wid a blackjack."

QUALITY C&P SERVICE

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n J. Ferguson,
Librarian,
mento, California

BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Five | Oakland, California, February 6, 1928 | Number Seven

Friends are much better tried in bad fortune than in good fortune.—Aristotle.

The Gray Shop

Ensembles
Spring's Smartest Costume

The tweed ensemble with two-piece frock is the ideal costume for town wear..Many models feature the blouse of stitched Jersey which is extremely new.

Oakland
Berkeley
Long Beach

DINNER

Thursday, February 9, 1928, 6:15 p. m.

$1.00

Entertainment

"Abraham Lincoln" by John Drinkwater

Presented by

MRS. OSCAR MAILLARD BENNETT
Dramatic Reader

Member of the Faculty of the
University of California Extension Division

Phone Oakland 1470 for Reservations

SANBORN'S FLOWER SHOP

410 - 13th St.
Opposite Tribune Tower

Everybody Likes Sanborn Service

Mary Belle Guber
announces opening of
The Polly Shoppe
Saturday, Feb. 11, 1928
displaying a select line of
FROCKS, HATS, HOSIERY at Popular Prices
1608 Webster Street, Bus. and Prof. Women's Building

BUSINESS WOMENS HERALD

Official Publication of the
BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

Laura E. Pinkston....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. — OAKLAND 1470

Issued every Monday in the interests of the Business and Professional Women's Club

Subscription Price $1.00 per year

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Josephine Swan White.....President
Hermine Kruger .....Vice-President
J. E. Reid.....Rec. Secretary
Carrie P. Kennedy.....Cor. Secretary
Cloe Rogers .....Treasurer
Faye Otis .....Auditor

Josephine McClenegan
Executive Secretary
1608 Webster St., Oakland 1470

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Ida W. Havlin
Maud E. Petersen
Ella Saylor
Dr. Luella Swauger
Mary Barmby

CHAIRMEN

Rudolphine Radil.....Music
Mary Campbell .....Program
Ella Saylor .....Reception
Mary Barmby .....Activities
Bessie Wood Gustason.....Civic
Dr. Ella McGilvery.....Hospitality
Martha Holmes .....House
Isabel M. Dingwall.....Membership
Anna Ihrig .....Decoration
Ann Ryan .....Emblem
Harriet Haas .....Revision
Dr. Luella Swauger.....Health
Eloise Cushing .....Parliamentarian
Carrie Hall & Zannette Potter.....
.....Service Club Council

SECTION CHAIRMEN

Elizabeth Clow.....Past Officers
Mary Barmby .....Book Review
Zannette Potter .....Philomels

JUNIOR SECTION

Viola Bocca .....President
Alice Moore .....Advisor

SUNSHINE COMMITTEE
FOR FRIENDLY SERVICE

Laura E. Pinkston, Chairman
Letitia Andrews, Hermine L. Kruger
Ann Ryan, Dr. Luella S. Swauger

Bessie Wood Gustason
(Bessie J. Wood)
A Woman Undertaker
2850 Telegraph Ave.
Phone Lakeside 49

MAKING THE HEART LIGHTER.

Wouldn't you be happy if you knew positively when you started out in the morning that you were going to spread joy all around your path that day?

And how would you like day after day like this:

Start out early to call for a little boy and take him to an 8 o'clock clinic; there arrange appointments for several people needing medical attention with no money to pay; take a man to be fitted with a brace, so he can continue working; call on two crippled girls who have made their one room a bright, cheery place with odds and ends of curtains, drapes and rugs given them.

Then to Highland Hospital for reports on several patients. Taking the news to an old man, formerly wealthy and a connoisseur in objects of art, that his last valuable possession, a French clock 100 years old, could be sold for a goodly sum.

Then out in the hills to a young couple just rehabilitated in a tiny new house, after business failure and sickness, to say a job was waiting. Next to take an ex-Service man for a special medical examination which would show the necessity for increased compensation, as he could not work.

Then to a deaf and dumb couple, with four bright, normal children, needing just a little help until the children were self-supporting. Taking a grocery order for one month to a stranded family who came in their one possession, a Ford, seeking employment, and to tell the man, a good mechanic, a job was found.

And to an old couple speed the glad tidings that the money was available for the wife to have treatment in a special clinic, with hope of cure of a very serious trouble. With a break in his voice the old man said, "If you could only know how you have made light my heart, that has been so heavy so long!"

Then to the office for conference with those who brought their troubles and perplexities there, also to record and coordinate the work of the day.

This is the record of just one day's work for Laura Pinkston, our club member, for the Associated Charities. Every one of the individual cases described would carry our hands to our pocketbooks immediately, had an appeal been made. How much more gladly will we give when we know how wisely that portion of the Community Chest funds is used, in constructive upbuilding of families, comforting the sick and the aged, and bringing joy to all.

Mrs. Pinkston's talk on last Thursday gave us a real "close-up" of the work, and brought everyone closer to the real value of the Chest.

B. M. W.

BOOK REVIEW

Saturday, the 11th, is the date of the next Book Review. Mrs. Frederick Otis will review The Winged Horse, by Ausland and Hill, A President is Born, Fannie Hurst's latest novel, and We, by Col. Charles Lindbergh. Bird Wilson will give a reading of poetry, and there will also be a short review on Current Events.

JUNIOR JOTTINGS

Important business meeting, Tuesday evening, Feb. 7th. Viola Bocca, president requests every member to attend.

We are glad to report that our members Jennie Lyman and Bernice Van Allstyne have both recovered from recent illness.

Hope to welcome them back to club on Tuesday.

AMONG OURSELVES

Wasn't it good to see Josephine McClenegan at her post again. She reports that the interest and love of the club members had much to do with her recovery.

—

Mrs. Mary King Hunter of the Irish & Scottish Linen Damask Guild was a guest at Thursday's luncheon. She is on the Coast representing the guild and her short talk on colors for table decorations made such enticing pictures that every one wanted to buy damask and start decorating a dinner table. We bespeak increasing success for Mrs. Hunter.

—

The Herald but voices the sentiments of every member in thanking and congratulating Jennie Reid for the efficient way that she took the helm during the illness or Mrs. McClenegan.

—

Anna Ihrig is on the sick list May she have a speedy recovery.

—

Mrs. M. B. Graham is also ill. We really thought she would know better than that being in the City Health Department.

—

Keep in mind our own "Artists Concert" on the 23rd.

—

Word comes that two of our members, Mae Wilkins and Mrs. MacLafferty, have been hobnobbing in Washington, D. C. Mae is housekeeper in Washington's newest big hotel, the Carlton, but finds time to visit the B. P. W. C. occasionally. Mrs. MacLafferty's pet diversion just now is broadcasting the Congressional Cook Book.

—

Club dues are payable March 1st. Some members are still in arrears for the last six months. Hurry up and pay up.

—

Think of it a Valentine Leap Year Dance,—how thoughtful of the Holding Company. Time Friday evening, Feb. 10th at the Club Auditorium.

—

The January Bridge Luncheon was most enjoyable and many reservations have already been made for the February afternoon.

—

Kate Morris is at home again after three weeks spent in Merritt Hospital with a broken arm.

We do not often see Miss Morris at club as she has never fully recovered from a serious accident some years ago, but we appreciate her interest and membership. Come when you can Kate, a welcome awaits you.

—

Another of our members is leaving for the East in a few days to make her home—Bess Parks. Bigger business beckons Mr. and Mrs. Parks. They plan to visit Mr. Parks' old home in Texas en route. Their new location is not yet decided definitely. Our loss will be some other club's again, for Bess will never desert the B. & P. W. C.

—o—

HOLDING COMPANY DANCE

The annual Valentine dance of the Holding Company will take place Friday evening, Feb. 10th, at the Club Auditorium. It is Leap Year along with Valentine time, and extra beaux have had to be wall flowers at the last two parties. Here's a wonderful opportunty for a delightful evening. Alice Barker is Chairman of the Hostesses and will be assisted by Florence Bussell, Flossie Warner, Kate Bunker Mathews, Alice T. Burnell, Ella Saylor, A. M. Jessen and Esther Goodwin.

—o—

THURSDAY'S DINNER

February is an important time to Americans, being the birth month of two of the most illustrious men of our history. George Washington and Abraham Lincoln.

On Thursday evening we shall celebrate the birth of Lincoln at our club dinner. Mrs. Oscar Malliard Bennett will read for us John Drinkwaters "Abraham Lincoln."

Mrs. Bennett is well known for her charming personality and the beauty and inspirations of her readings. She is a member of the University of California Extension course faculty, and is the director of our Club Dramatic Section.

SHALL OAKLAND HAVE POLICE WOMEN?

The Women's City Club at their luncheon at the Athens Athletic Club recently considered this question. Helen Swett Artieda of the Public Welfare League stated that as the Lions Club of Oakland is thrashing out the subject of the City Manager plan for the benefit of the city, so is the Public Welfare League sponsoring the subject of a Women's Division in the Police Department.

Bird M. Wilson, speaker of the day, stated that Oakland is far behind many other progressive cities in that it has no Women's Division in the Police Department: also that such a division would be an added tool to the Police Department giving new facilities for preventive and protection work as has the addition of the comparatively new Traffic Division and the morals squad, Mrs. W. Brown, chairman of the meeting, extended a welcome to the Social Workers of the city who were special guests of the day and expressed the desire of the Club to maintain an interest in the welfare work of the city.

—o—

OUR OWN "ARTISTS' CONCERT"

What a veritable feast of music we are going to have at our concert on the twenty-third. Our president, Josephine Swan White, together with our club member, Rudolphine Radil, have arranged a program so varied that it is sure to please everyone who comes. Even the tired business-man will enjoy the various numbers for there will be plenty of variety.

Can one imagine anything lovelier than a beautiful poem recited to an accompaniment of a violin and piano or one with two violins, piano, speaking-voice and singing voice.

In the scene from the Bohemian opera, "The Bartered Bride", which Miss Radil and Mr. Anger, (in costume) will follow with some delightful folk-duetts, we shall have before our eyes a bit of Bohemia, that country of rainbow-hued peasant costumes, deep poetical sentiment and beautiful music.

CALENDAR

FEB. 9—DINNER.
Reading by Mrs. Oscar Bennett "Lincoln".

FEB. 11—BOOK REVIEW.

FEB. 16—ROUND TABLE LUNCHEON.
Speakers Elisabeth Sherman - Dr. Minora Kibbe.

FEB. 23—OUR OWN "ARTISTS CONCERT"

FEB. 25—BRIDGE LUNCHEON.

Junior Section, regular meetings the first and third Tuesday evenings of the month at the Club rooms.

Philomel rehearsals every Monday evening.

NEW ORLEANS

The City of Charm and Romance

New Orleans is one of the oldest cities in the United States. It was settled by the French, and, under the Spanish and French domination, it was the capital of the great Louisiana Territory comprising the largest part of what is now the United States. As the capital of this vast domain, New Orleans is historic. Built and developed by the French and Spanish, the charm of Latin culture lingers around it still. Old courtyards of the French Quarter, old architecture, old churches, old forts, old streets with the hanging balconies—all these are interesting and fascinating to the visitor.

Although New Orleans has the polish and courtliness of the days of old, she also has the "get-up" and "go" that make a live, growing American city. Situated at the mouth of the great Mississippi River at the foot of the Valley, New Orleans is America's second port. Many new and modern buildings are to be found and skyscrapers that would astonish our forefathers, could they but return. Its vast port terminals, its magnificent cotton warehouse, its great banks, and fine hotels testify that New Orleans is very modern and belongs to the twentieth century. In New Orleans, you find the old combined with the new.

A LANTERN SLIDE LENDING SERVICE

The Chicago Public Library announces the addition of a free lending service of stereopticon slides open to all patrons of the Library. The collection, comprising over 33,000 slides and 17,000 negatives, was acquired through the generosity of Albert W. Swayne Esq., a public spirited citizen of Chicago. It has been named The A. W. Swayne Collection of Visual Material.

All persons admitted to the privileges of the library are entitled to borrow slides. There are 20,000 slides on travel. Other subjects covered are Useful Arts, History and Biography, Literature, Art and Architecture, Natural Sciences and many other scbjects.

—o—

THE WAY IT SOUNDED

Young Man: "Can I have this dance madame?"

Young Lady: "No, I am too danced out."

Young Man (slightlv deaf): "You're not, madame; you're just pleasantly plump."

An invalid remarked to a caller that each night she prayed she might die before morning and each morning for strength to live through the day.

"Oh," remarked the caller's little daughter, "don't you see you've got the Lord all mixed up."

—o—

Whatever trouble Adam had no man could make him sore by saying when he cracked a joke, "I've heard that joke before."

Emilie J. Edmonds
Face and Scalp Specialist
Reserves Hours 5 to 7 for Business Women
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Assisted by R. E. Johns, Baritone — Olive Crane, Pianist
For the Benefit of Berkeley Unity Center Silver Offering,
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opposite Post Office
SATURDAY, FEBRUARY 11, 1928 8:15 P. M.

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RNIA

BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Five | Oakland, California, February 13, 1928 | Number Eight

THE BUSINESS AND PROFESSIONAL WOMEN

will enjoy

Remar Cake

WHICH, WE ASSURE THEM, IS THE FINEST CAKE THEY EVER BOUGHT

Try One Today

Golden Sheaf Remar Co.

Those who bring sunshine to the lives of others cannot keep it from themselves. —J. M. Barrie.

LUNCHEON

Thursday, February 16, 1928, 12:15 p. m.

The Plate 65 Cents

Round Table Speakers

DR. MINORA KIBBE

ELISABETH SHERMAN

also

MRS. HENRY FRANCES GRADY

Will present a message from the International Institute

Phone Oakland 1470 for Reservations

NOMINATING COMMITTTE

The nominating committee, Hermine Kruger chairman, Georgia Maiden, Addie Jessen, Flossie M. Warner and Mrs. M. B. Graham is at work on nominations for officers of the club for the ensueing year.

The committee will be glad to receive suggestions from members for the various offices. These suggestions must be in writing and may be addressed to any member of the committee in care of the club.

The Polly Shoppe

Frocks, Hats, Hosiery at Popular Prices

1608 Webster Street, Bus. and Prof. Women's Building

Mary Belle Guber, in charge

CALENDAR

FEB. 16—ROUND TABLE LUNCHEON.
Speakers Elisabeth Sherman - Dr. Minora Kibbe.

FEB. 23—OUR OWN "ARTISTS CONCERT"

FEB. 25—BRIDGE LUNCHEON.

Junior Section, regular meetings the first and third Tuesday evenings of the month at the Club rooms.

Dramatic Section every Tuesday evening.

YESTERDAY'S SUNSET

Where did yesterday's sunset go
When it faded down the hills so slow,
And the gold grew dim and the purple light
Like an army with banners passed from sight?
Will its flush go into the golden-rod,
Its thrill to the purple aster's nod,
Its crimson fleck the maple-bough
And the autumn glory begin from now?
Deeper than flower fields sank the glow
Of the silent pageant passing slow.
It changed by the miracle none can see
To the shifting lights of a symphony;
And in resurrection of faith and hope
And glory died on the shining slope.
For it left its light on the hills and seas
Where run a thousand memories.
It flushed all night in many a dream;
It thrilled in the folding hush of prayer;
It glided into a poet's song,
It is glowing still in a picture rare. Gannett.

—o—

A young man recently married one of two beautiful twins, as alike as two peas in a pod. On being asked how in the world he could tell them apart he said: "Well to tell you the truth I don't try. The wrong one has to look out.

MENTAL ANATOMY

President M. E. Davenport of the Davenport McLachlan Institute says in the November **Michigan Business Woman:—**

"Of the four bones that make up our mental anatomy, the **wish bone** is the beginning of all achievement. The **jaw bone** provides firmness for the hard tasks of life. The **back bone** determines our strength of character. But the fourth and most important bone is the **funny-bone**, which enables us to smile when things go wrong and makes it possible for us to work and live with others without friction. This is the secret of success.

—o—

The Kansas City **Business Woman** for February, quotes from the Kansas City Star: "Another portent of women's increased recognition on an equal basis was the executive session of the National subcommittee at which four women members took active part. Where once they accepted with what grace they could muster whatever came their way from masculine decision, now their voices were heard with consideration and rising respect."

—o—

And also says: "Another portent, and one of even greater significance to us, is the fact that three of the four national committee women whose voices were heard with "rising respect" are members of the National Federation of Business and Professional Women's Clubs. They are: Mrs. Sally A. Hert of Kentuck, Miss Bina M. West of Michigan and Mrs. Manley Fosseau of Minnesota.

ON TO NEW ORLEANS THE CITY OF OUR DREAMS

Dr. Lillian Shields, president of the California State League of Business and Professional Women's clubs is in receipt of transportation news from the National headquarters, A. H. Moffatt, Gen. Pas. Agt. for the Western Pacific quotes the summer rate, good from May 22nd to October first, $89.40 round trip to New Orleans via Feather River Canyon, the Royal Gorge and Denver. Sleeper rates are $21.00 each way for lower berth and $16.80 for upper.

—o—

Anna Edwards of the Salt Lake City B. & W. C. writes that special rates can be procured for the trip by boat via the Panama Canal providing a party of fifty can be made up. Miss Edwards would like word as soon as possible from any who wish to take this marvelous trip.

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BUSINESS WOMENS HERALD

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Volume Five | Oakland, California, February 20, 1928 | Number Nine

Hyman's

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for early Spring

an exceptionally smart collection of

Gowns
Ensembles
Wraps
Hats

San Francisco Sutter Near Mason

Oakland Broadway at 19th

"Individual advancement will always be the result of self-forgetful co-operation for others' good."

CONCERT

Thursday, February 23, 1928, 8:15 P. M.

TICKETS $1.00

Josephine Swan White, Reader and Pianist
Rudolphine Radil, Lyric Soprano
Assisted by
Maurice Anger, Lyric Tenor
Mr. J. Knollin, First Violin
Mrs. J. Knollin, Second Violin
Mrs. Edmund C. Hill, Pianist
Etta Anger, Accompanist
At the
CLUB AUDITORIUM
Also

SPECIAL BUSINESS MEETING LUNCHEON 50c
12:15 P. M.

To receive report of the Nominating Committee
And nominations from the floor.
A large attendance is requested.

RUMMAGE SALE

The annual Holding Company rummage sale has been set for the last of March. A lot of very choice rummage has already come in and there is to be a pre sale to members.

Throw nothing away, everything is acceptable for what is no longer useful to you is just what some one else needs. Eastertide is near with its lure for new clothes. The rummage sale will take care of the cast-offs. Send them in or if you have too much call the club, Oakland 1470 and it will be called for.

SANBORN'S FLOWER SHOP

410 - 13th St.

Opposite Tribune Tower

Everybody Likes Sanborn Service

BOOK FAIR TO OPEN FEB. 27

The annual Book Fair of the San Francisco League of Pen Women will be held in the Room of the Dons, at Mark Hopkins Hotel, from Feb. 27 to March 3, inclusive.

Mrs. Frederick H. Colburn, president of the League and director of the Fair, said: "This is the second Book Fair in this city. Many of the interesting things of last year will be presented this time, too, but there will be distinctly new and important features in addition.

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ARE WOMEN RUNNING THIS COUNTRY?

"It was an engaging surprise to learn that the women are running this country, and always have run it. Count Hermann Keyserling has said it.

His sponsors declare that he has been everywhere, seen everything, read everything, and really knows everything, so when he pronounces this country a matriarchate, and all the other countries patriarchates, who dares contradict him?

The reason he knows this startling fact about America is that there are so many laws, and laws, it seems, are the specialty of women.

What appears to have gotten on his nerves particularly is the prohibition law. Women inspired that, he says, and that really caused him to observe how many laws we have. When he observed, it only took a minute to conclude that all the forty-nine constitutions and all the forty-nine codes were likewise inspired by women.

He may be right, but on two small points, at least, he has made a huge mistake. The first mistake is: prohibition was not inspired by women at all; it was inspired by the way men act when they are drunk, assisted by the sober reflection of how much it costs the taxpayers to repair the damage they do at such times. The second mistake is: that the habit of making laws was not established by women, but began some generations back when no woman could pray in a church or sing in a choir or have any opinion on any subject. Men at that time sat on one side of the church and women on the other, in order that 'men might lift their souls to God.' Thus lifted, men began the series of Thou Shalt Nots, one of the early ones being Thou, sinful man, shalt not kiss thy wife on Sunday!

We may be a matriarchate, but it is curious that the first person to notice it is the Count from Germany."

(Carrie Chapman Catt, in The Woman's Journal.)

JUNIOR JOTTINGS

Tuesday night, Feb. 21st, a most interesting talk is to be given by Mrs. Laura Pinkston concerning her daily work with the Associated Charities. There will also be a short business meeting.

The coming month of March is to be a busy one. March 2nd is the Spring Hop with Olga Hansen, as chairman. Our prospective members are to be honored at a tea on Sunday, March 18th, with Lula Marchus in charge of arrangements. Then on March 27th is the theater party at the Fulton. Remember the above dates, we expect to see all the members present at each function.

Harriet Bakewell,
Pub. Chairman.

—o—

LET THEM SING

"Let the children sing," says Madame Schuman-Heinck. "They love it. To play the piano—that is work. But to sing, that takes no brains—so they think. The child who sings will never be a criminal."

SATURDAY, THE 25th

Last Call for the Bridge Luncheon.

Time, 1 P. M.

Place, our Garden Room, which will be a veritable bower of spring blossoms.

Persons Present, everybody who likes a good lunch and a fine game of bridge, with a prize for each table, and door prizes besides.

All for the one price, one little dollar; no extra charge for the fun.

Many tables are being made up by members who find it such a satisfactory way to entertain friends, but those who come all alone by themselves will be taken care of, and given good partners. Just phone to Mrs. McClenegan for reservations, Oakland 1470.

—o—

IN ACCORDANCE

"Did you ask her if you could see her home?"

"Yes."

"What did she say?"

"She said she would send me a picture of it."

AMONG OURSELVES

Have you your tickets for the concert on Thursday evening. It will be an opportunity for our busy members to repay social obligations with a delightful evening.

—

Don't fail to attend the special business luncheon on Thursday at 12:15. The Nomination Committee will submit its report and nominations from the floor will be in order.

—

Mary Belle Guber has been appointed chairman for California for the Goodwill tour to Europe next July, being planned by the National Federation. Call upon her for details, Oakland 1597.

—

Dorothy Driggs, one of our delightful members, plans to change her business in the course of the year. A sparkling diamond tells us she is going into partnership with a young Oakland Business man and the firm name will be Mr. & Mrs. B yard Charles Taylor. We have enjoyed Dorothy in the club and we know that her contact with the business world will make her a more understanding member of the new firm. Our love to you Dorothy.

—

The next quarterly meeting of the California League of Bus. & Prof. Women will be held in San Jose on Sunday, March 11th. Details will be given later but save the date. Think of it—a drive to San Jose in blossom time.

—

We are not only to be congratulated on having good members who serve on the Board and in various other capacities so capably and willingly, but on having some whose mothers will also serve us equally capably and willingly. A splendid example was seen at our last Book Review, when Mrs. Otis, the mother of our Auditor, Faye Otis, reviewed "The Winged Horse", by Auslander and Hill, so comprehensively that we were really given a complete course on Poetry, from its earliest beginning to the present. Her manner of presentation was most pleasing. She also reviewed the notable "Bridge of San Luis Rey", which, by the way, is in our own library, and Fannie Hurst's latest, "A President is Born".

—

Hermine Kruger noted the principal current events in her usual crystallized and charming style.

—

Have you registered yet?

—o—

THURSDAY'S LUNCHEON

Mrs. Henry Frances Grady who spoke a few minutes on the luncheon on the International Institute, is a woman with a real object and that is to popularize the study of World affairs. Mrs. Grady is working for an International Institute that will be open to any person who has an interest in international affairs and one that will function on a scientific basis. Mrs. Grady is a charming speaker, is full of enthusiasm and well prepared for her work, holding a Ph. degree from Columbia University and also from the University of California. There will be sessions of the Institute at the Twentieth Century Club on March 6, 7 and 8th.

The Round Table luncheons are growing in popularity and as the members, who only know what each is doing today learn how it has all come about they grow in understanding and mutual respect. Elisabeth Sherman, whom we have only known as school principal, is proud of the fact that she got an excellent education in the Oakland public schools, an education that fitted her to fill an important place in the community. She says that both heredity and environment led to her choice of profession as her father was a teacher and believed that teaching was the noblest work for both men and women and that every mother should first be a teacher. She read most interesting Rules and Regulations for the conduct of the Oakland Public Schools in 1868 and gave interesting data in regard to the school department today and stated that the cost of maintaining a child for a year is $84.00 in Oakland as compared with $105.00 in Berkeley, and $117.00 in San Francisco.

Dr. Minora Kibbe started out as school teacher then married and settled down at home only to be started on the career of a doctor by falling heir to a medical library. She became so interested in it that she told her husband she would like to be a doctor and he said: "Why not?" so she managed to get accepted as a student at Cooper Medical College in San Francisco, where a woman was such a novelty that the men students always clapped when her name was mentioned. Later she took a Post Graduate course at Johns Hopkins folowed by a tour of great hospitals in Europe, and then settled in Oakland to practice, "where I have been going it ever since" she remarked.

As these women told how simply and naturally it had all come about, it was easy to see it does not take spectacular or heroic things to bring attainment but just the grit to grasp and work out the small opportunities as they come.

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CALENDAR

FEB. 23—OUR OWN "ARTISTS CONCERT"
SPECIAL BUSINESS LUNCHEON 50c 12:15.

FEB. 25—BRIDGE LUNCHEON.

Junior Section, regular meetings the first and third Tuesday evenings of the month at the Club rooms.

Dramatic Section every Tuesday evening.

National Federation Women Plan Goodwill Tour

The National Federation is planning a goodwill tour of American business and professional women to Europe to meet the business and professional women over seas. It is expected that this tour headed by Lena Madesin Phillips will forge the first link in the chain of international friendship when representative business and professional women of America are entertained by European women who have similar home and business problems.

Great Britain already has a reception committee completed and similar ones will be formed in France, Belgium, Holland, Germany, Switzerland and Italy.

Mrs. Mary Kennedy, former president of the Indiana Federation is associated with Miss Phillips in arranging the tour and has delegated Mary Belle Guber to act as chairman for California and other western states.

The tour is to take place immediately following the National Federation Convention in New Orleans in July. The party, which will be limited to fifty will sail from New York on the SS "Carmania" of the Cunard line. The tour will take fifty-one days at a cost of $795.00. As the number is limited it will be necessary to get reservations in early.

Mrs. Guber can be reached at the Polly Shoppe, 1604 Webster St. during business hours, phone Oakland 1597.

—o—

QUITE

"My son is determined to write a book."

"That's a novel idea."

MENTAL POISE SHOWN BY VOICE, EXPERT SAYS

If you have a harsh, shrill voice, look to your nerves. If you have a weak one, conquer your fears. If you declaim in loud, blatant tones, then start rooting out your sense of inferiority.

This advice is given by Miss Vera Jane Keppel, in charge of the voice clinic at Stephens College here, Columbia, Mo., which has been instituted to help young women attain the soft and pleasing vocal tones which Shakespeare and other bards have celebrated.

"Speech defects," says Miss Keppel, "frequently are grounded in the personality, and the first step in their correction is the acquisition of a normal and healthy mental attitude."

"The necessity of facing reality also is essential in other forms of speech disorder. The weak voice is often the result of fear. The loud voice is often present in the person whose sense of inferiority has caused a marked over-compensation. The harsh and shrill voice is invariably found in the nervous patient."

—o—

HELPFUL

Traffic Officer (reproachfully): "Young lady, do you know anything about the traffic laws of this city?"

Fair Motorist: "Yes, a little. Can I help you?"

—o—

HEEDED

Small Boy: "Watcha paintin', mister?"

Artist: "The old house over there."

Small Boy: "Well, it sure needs it."

A historian announces that women used cosmetics in the Middle Ages. Women still use cosmetics in the middle ages.

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Five | Oakland, California, February 27, 1928 | Number Ten

THE BUSINESS AND PROFESSIONAL WOMEN *will enjoy*

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Try One Today

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"Sorrow is the mere rust of the soul; activity will cleanse and brighten it."

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and

ELECTION OF OFFICERS

at a

SPECIAL DINNER

Eighty-five Cents

Thursday, March 1, 1928, 6:15 p. m.

Ballot Boxes Open 5:30 to 7:45

Delightful Program

Phone Oakland 1470 for Reservations

REPORT OF NOMINATION COMMITTEE

At a special luncheon on Thursday the Nominating Committee reported as follows:

For President, Mary Barmby; Vice-President, Mabel Saylor Peterson; Recording Secretary, Jennie E. Reid; Corresponding Secretary, Alice Osborne; Treasurer, Ida G. Swift; Auditor, Faye Otis; Directors, (three to be elected) Martha Holmes, Harriet Haas, Josphine Swan White, Freda Smith, Jean Baird, Anna Ihrig. Mrs. White withdrew her name owing to some special work she desires to do next year.

RUMMAGE SALE

This is the time to rummage. Get out the things you have been saving for this moment. Men's clothes are much needed for men who have not enough to buy a new suit. Don't let them hang in the closets for moths to eat, send them to the rummage sale and get them to work.

Candle-sticks, lamp shades, shoes, dolls, hats, odd dishes, silverware, anything and everything, except hat pins, will be acceptable. There is just one month to gather stock for the sale so when in doubt —put it in the rummage.

DRAMATIC SECTION

The dramatic section is meeting every Tuesday evening. The course includes everything that makes for poise and ability for self expression which every woman must have to be a success in business or the professions. Mrs. Oscar Maillard Bennett who is directing the class is an inspiring teacher and an adept at developing the latent powers of her pupils.

Any member wishing to join the class may do so at the meeting tomorrow evening at the Club rooms.

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BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

Laura E. Pinkston....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. — OAKLAND 1470

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CHAIRMEN

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Mary Campbell .....Program
Ella Saylor .....Reception
Mary Barmby .....Activities
Bessie Wood Gustason.....Civic
Dr. Ella McGilvery.....Hospitality
Martha Holmes .....House
Isabel M. Dingwall.....Membership
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Eloise Cushing .....Parliamentarian
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SECTION CHAIRMEN

Elizabeth Clow.....Past Officers
Mary Barmby .....Book Review
Zannette Potter .....Philomels

JUNIOR SECTION

Viola Bocca .....President
Alice Moore .....Advisor

SUNSHINE COMMITTEE

FOR FRIENDLY SERVICE

Laura E. Pinkston, Chairman
Letitia Andrews, Hermine L. Kruger
Ann Ryan, Dr. Luella S. Swauger

ANOTHER STEP

Mme. Kramer Bach, Paris feminist announced in London recently that the French government has agreed to admit women to the diplomatic service.

SIX REASONS WHY

We business women give gladly and promptly to the Community Chest for the following reasons, among others:

First, it is economical. It saves money, time, and energy, to have only one drive a year instead of fifty-one, when each institution had its separate appeal to make. Think of the saving in overhead cost, with that much more money to be used for the needy without additional expense to us.

Second, it is efficient. The money goes directly and regularly to the beneficiaries, instead of spasmodically, and by roundabout and uncertain ways.

Third, it relieves us of responsibility. We contribute to a trust fund, to be honestly and wisely used, instead of responding to an emotional appeal, perhaps not balanced by judgment.

Fourth, it makes for general prosperity, in that it is a contribution to the common good. Whatever tends to raise the level of living conditions for the masses, bringing health, education, and opportunity to earn, creates a higher standard for the whole community.

Fifth, it provides the most businesslike and intelligent channel for the carrying out of our desire to be of human service. It combines the ideal and the practical in the distribution of material wealth for the benefit of all, and it provides an orderly means of expressing loving sympathy.

Sixth, it is a safe investment, certain in its returns. For He who spoke with authority, said, "As ye give, so shall ye receive."

JUNIOR JOTTINGS

March 2nd — remember the date of the "Spring Hop." Olga Hansen is the chairman and her committee is hard at work to make it a success.

Our Social committee surprised the members at the last meeting by giving out a booklet telling us of the coming social attractions for several months to come.

Mrs. Pinkston of the Senior Section and Associate Charities gave the members a very interesting talk on her daily duties and the marvellous work that is being done.

Pub. Chairman
H. Bakewell.

—o—

CANADA TELL?

How much did Philadelphia Pa?
How much does Columbus O?
How many eggs did Louisiana La?
What grass did Joplin Mo?
We call Minneapolis Minn;
Why not Annapolis Ann?
If you can't tell the reason why,
I'll bet Topeka Kan.

FATE OF OLD MAIL SACKS

With more than 117 million people now receiving mail regularly through American postoffices, the matter of the worn-out mail pouch has increased markedly in importance. In excess of 900,000 pounds of mail bags are annually retired from active service, because the Washington mail-bag factory no longer is able to repair them for additional service. The custom has been to sell the 450 tons of rags to professional dealers.

In the future, however, the discarded mail pouches, which are made of high-grade cotton, will be reduced to pulp and used in the commercial manufacture of rag writing paper. Government scientists have conducted comprehensive and conclusive tests at the paper mill of the bureau of standards which demonstrate the feasibility of this scheme.

AMONG OURSELVES

Bessie Wood Gustason was the speaker at the San Leandro Business and Professional Women's Club meeting on Tuesday evening. Her subject dealt with woman's place in the business world. Dr. Lillian Shields was also a guest and gave a short address.

—

The Women's City Club invited our Club to be guests at their weekly luncheon last Wednesday. Unfortunately the letter arrived after the regular club meeting of the week also after the Herald was in press so that it was not possible to get the invitation to the members, for that reason only a small number enjoyed their hospitality.

—

If you have any doubts about going to New Orleans to the convention just read Lena Madesin Phillip's account of her recent trip to the south in the last Independent Woman. Your doubts will disappear.

—

Dr. Florence May Morse, of the University of California, President of Busanpro Club of Los Angeles (a member of our State League), stopped over on Wednesday on her way back from a convention in the East, to discuss State League matters with Dr. Shields, and together they went to San Jose to confer with Florence Stahl on National Federation business. Dr. Morse reports the Busanpro Club a very active one, and strong for national offiliation.

—

Will any member with an automobile, who can take other members to the League Breakfast in San Jose on Sunday, March 11th, please let Mrs. Guber know the number, whether fat or slim, so that provision can be made for transportation. Of course, there is always the bus to fall back upon, but we hope to accommodate all in machines. We always have a good time at San Jose, and the trip will be lovely, in blossom time. Mrs. Guber's business phone is Oakland 1597; home, Humboldt 630.

HOTEL OAKLAND

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Management W. C. JURGENS

Dr. Shields reported a new club of business and professional women formed at Morgan Hill, of some 30 members, and another one in the making at Gilroy. They will be represented at San Jose at the Breakfast. Let's give them a jolly welcome to the League.

—

From the reception committee in beautiful evening gowns, to the closing picture on the stage, our "Artists' Concert" was a triumph of artistry, a joy to the eye and the ear, a satisfaction to the soul. Mrs. White even surpassed herself in her readings, drawing inspiration, no doubt, from the enthusiastic auidence. Miss Radil was in perfect voice, and whether in ballads, folk songs, or operatic selections, was equally delightful. Mr. Anger's pure tenor added much to the program, and the violins tore the heartstrings as they sang their own song. The combination of violins, piano, singing voice and speaking voice in one number was a novelty, and a delight, and we fancy, an idea of the artists themselves.

The Activities Committee is to be congratulated upon giving us such an artistic success for the close of their season, and to Mrs. White and Miss Radil the club will always be grateful.

—

The annual meeting and election of officers takes place at a special dinner meeting on Thursday, March 1st. Every member is needed.

—

Save the date of March 9th for the Shamrock Dance. Further announcements later.

—

Our sympathy is extended to Frances Reiff whose father passed away last week.

—o—

A WOMAN ARCHITECT WINS PRIZE

Doubtless most of us read in last Sunday's paper an item to the effect that Miss Elizabeth Scott, a 27-year-old architect, was awarded first prize in the competition between architects of many countries for a plan for the new memorial Shakespeare theater to be built at Stratford-on-Avon. A fine thing for anyone of any age to have accomplished, and in Miss Scott's case it is almost at the beginning of her career. San Francisco Business Woman.

—o—

American Girl — Were you presented at court when you were in England?

Her Friend—Yes, for driving on the wrong side of the street.

—o—

A man of diminutive proportions sat down at the restaurant table.

"I want some salad,' he said.

"What kind, shrimp?' asked the waiter.

"Don't get funny with me, young man!"

BLIND

He saw the noonday sun,
The shadow cast by trees,
The distant hills in blue veils run,
The women weeding on their knees,
The sweaty ploughman close behind,
And yet the man who saw was blind.

He saw the twilight come,
The lights flash in the streets,
Thousands hurrying from the hum
Of great machines, the roar that beats
Into the heart and brain of humankind,
And yet the man who saw was blind.

He saw the banners fly,
The stalwart line of boys,
The cold and rotting dead piled high,
Children robbed of all their joys,
More scraps of paper sealed and signed,
And yet the man who saw was blind.

He saw the starving world,
He never met the need,
The great god Greed had always whirled
The dust and blotted out the seed
That might have blossomed in his mind.
He did not know that he was blind!

June Lucas.

—o—

HOW MEN BECAME PLAIN DRESSERS

Of course we all konw that a century or so ago men dressed as fancifully and as gorgeously as women ever thought of doing. They wore gay colors in their garments—more so than many of them now would think of wearing in a tie. What caused the change?

A recent article on the subject of women's adoption of Russian boots and galoshes contains the following:

"The woman of today has invaded the business world. But while she must be able to do work in the same field with her more practically dressed brother she must look as though she had just stepped from a limousine, and were going to a tea, or on a shopping tour. Her shoes are still high-heeled, her dresses fragile, her stockings silk.

"The Russian boot is a protection for the impractical shoes and sheer hose, which fashion dictates women still must wear. As far as fashions go, a woman is still a member of the leisure class. And, curiously enough, during the day of the Industrial Revolution in England — the days of George III.—men were passing through the same sort of transition.

"The fashionable beau, as the commercial life of Europe began to develop began to interest himself in the drab world of business. But, like the flapper of today, he must still appear to have stepped out of the drawing-room: his dress was as gaily impractical as ever. Thus he, too, began to wear long. knee boots during unpleasant weather, and for the same reason that the modern girl does—to protect delicate and impractical silk hosiery."

And so it seems men began to reform their dress at the foot, and from thence proceeding upward have evolved the extremely plain, and, in many ways, sensible costume of today. What will the business woman's dress be 150 years hence?

—"The Business Woman" San Francisco.

—o—

SAWS FOR THE GANDER

Painted flowers ain't got a scent. Remember that when you go lookin' for a wife.

—

Also, the tartest apples often got the nicest skins.

—

Stay across the room from an oil paintin', your neighbor's wife and a fight.

—

Say, ain't it better to have them draw an arrer showin' the way the victim fled than a cross to mark the spot where the body was found?

—

Don't try to convince a jackass he aint a aeroplane. Leave him find it out for hisself the first time he tries jump'n off the side of a mountain.

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Custom made confining garments appeal io discriminating women. Therefore, let your next corset, corselet or belt be a NuBone made to measure garment
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OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Five | Oakland, California, March 6, 1928 | Number Eleven

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Happiness is perfect harmony with your surroundings.
—Edna Lyle.

The Gray Shop

As Feminine
...as intuition

New Spring frocks have decided to express their triumphant femininity with softer silhouettes, flying bows, swinging flounces, fluttering skirts—everything and all things expressive of *movement* Frocks for daytime and evening are frankly feminine and bewitchingly so!

Becoming brims feminize spring hats and the lower, rounder crowns are smartly evident in the new straws.

Oakland
Berkeley
Long Beach

INSTALLATION DINNER

Thursday, March 8, 1928 — 6:30 p. m.

$1.00

OFFICERS TO BE INSTALLED

President	Mary Barmby
Vice-President	Mabel Saylor
Recording Secretary	Jennie E. Reed
Corresponding Secretary	Alice Osborne
Treasurer	Ida G. Swift
Auditor	Faye Otis

DIRECTORS

Martha Holmes — Freda Smith — Jean Baird

Program by Members

Phone Oakland 1470 for Reservations

RUMMAGE

There are just four weeks in which to rummage around and gather up all those things that no longer are a delight to you but that some one else is longing for. Send it in to the club or phone Oakland 1470 if you have more than you can manage. The committee will be glad to send for it.

Anna Ihrig, Chairman.

SANBORN'S FLOWER SHOP

410 - 13th St.
Opposite Tribune Tower

Everybody Likes Sanborn Service

SHAMROCK DANCE

Friday, March ninth is the date of the Holding Company dance. A new orchestra will set your feet tingling. Decorations and all that goes to make a delightful evening are receiving the special attention of the hostesses. Invite your friends. The party will be in the club auditorium.

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Mary Barmby .....Activities
Bessie Wood Gustason.....Civic
Dr. Ella McGilvery.....Hospitality
Martha Holmes .....House
Isabel M. Dingwall.....Membership
Anna Ihrig .....Decoration
Ann Ryan .....Emblem
Harriet Haas .....Revision
Dr. Luella Swauger.....Health
Eloise Cushing .....Parliamentarian
Carrie Hall & Zannette Potter.....
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Letitia Andrews, Hermine L. Kruger
Ann Ryan, Dr. Luella S. Swauger

Bessie Wood Gustason
(Bessie J. Wood)
A Woman Undertaker
2850 Telegraph Ave.
Phone Lakeside 49

LET US GIVE OF OURSELVES

As we enter upon our new club year with new officers taking over the responsibilities let us pledge to them our loyal support and help to make the year the very best in our history.

It is at no small expenditure of time and effort that our officers serve us and our cooperation is the surest way of showing our appreciation.

As we greet our new officers let us pause to thank our retiring officers for their splendid work of the past year. Their programs have given us enlightenment on business and civic problems. They have taken us on journeys to foreign lands and even to the stars, and out over our land and the broad Pacific with the aviators. They have given us music and drama both from among our members and visiting artists. There has been something for every taste and inclination, and growth in character and outlook for every member from contact with purposeful minds.

Let us give of ourselves to our officers and our club throughout the coming year and we will find ourselves the richer in the end.

JUNIOR JOTTINGS

The Spring Hop last Friday night was declared a wonderful success by the many who attended. Congratulations are due the chairman, Olga Hansen, and her committee.

Tuesday night the business meeting will be called to order by our president, Viola Bocca. Every member is expected to be present.

Bear in mind that Sunday, March 18th, is our tea for prospective members. Tuesday, March 27th, is the date for the Fulton Theater party—the Social committee can supply you with all the tickets you can sell.

Harriet Bakewell,
Pub. Chairman

—o—

HAVE YOU REGISTERED?

Registration closes March 31st. If you have not already registered since January 1st do so at once.

Presidential primary election takes place on May 1st. Unless you have registered so that you can vote on that day you let some one else choose the candidate for whom you must vote in the final election.

BOOK REVIEW

Special Event

On Saturday, March 10th, at 2 o'clock, at the Club House, we shall have the privilege of listening to Mr. Everett L. Jones, of the Chicago Civic Opera Co., in a description of the two new operas to be presented during the opera season this month. Resurrection, and The Snow Maiden.

Neither opera has ever been given out here, and we are highly favored in this opportunity to become somewhat acquainted with them in advance.

All club members are privileged to come, and may invite friends.

—o—

METROPOLITAN OPERA

Oakland is to have a season of Metropolitan Opera on March 13th, 14th, 15th and 16th. This club is proud of the fact that the women among the 100 citzens of Oakland, who are financially backing this enterprise, bringing to Oakland for the first time a real Grand Opera season are members of our club.

At the Book Review on Saturday afternon the 10th, the two new operas, "The Resurrection and the "Snow Maiden" will be described.

AMONG OURSELVES

Have you met our new executive Secretary, Miss Emma Palmer? If not, be sure to go to her and make yourself known. She comes to us with a wide and successful experience, of which she will endeavor to give us the benefit. Remember that there is only one of her for us to become acquainted with, but many members for her to get in mind, so give her a hand shake and tell her you stand ready to please and be pleased and it will greatly lighten her task of gathering the details and working out plans for our benefit.

—

One of our members wants Addie Jesson elected Ministering Angel as she makes the finest custard ever put before an invalid.

—

Anna Ihrig has been appointed chairman of the Rummage Sale. An artistic job is assured.

—

Have you registered? Men fought, bled and died to get the franchise and we are not saying what the women did. Now that you have it register and use it.

—

Josephine McClenegan, our retiring executive secretary takes with her the sincere thanks of the members for her loyalty and untiring service. She will now have time to recover her strength which was so sadly impaired during her recent serious illness.

—

Phone in your reservations for the League breakfast in San Jose on Sunday morning the 11th. It is blossom time so the drive will be delightful.

—

Mary Garden, of the Metropolitan Grand Opera Company has accepted an invitation to be our guest at luncheon during the engagement here. The luncheon will be held on our regular day March the fifteenth or on Tuesday, March the thirteenth as will best suit the convenience of our distinguished guest. It is hoped that every member will be present, and each member may bring a guest. RESERVATIONS MUST BE MADE, and not later than Saturday the tenth.

—o—

THE ANNUAL MEETING

One of the first questions a woman asks when contemplating joining the club is "What will the club do for me?"

That question was most emphatically answered at the annual meeting last Thursday evening. It gives its members growth in thought, in poise, in resourcefulness and expression. This was apparent throughout the giving of the annual reports by the various chairman and reached its climax in Josephine Swan White's closing address as president. She emphasized the idea that as business and professional women we should not sit back to be entertained only, but we must think and create and grow in the doing. If some program should not be just to one's liking, it is not loyalty to the club just to criticize and perhaps stay away next time. It is but an incentive for one to profit by and turn in and make the next one excellent.

Josephine White was inspired and inspiring and never could have made such a talk a year ago. She has lived it through her faithful and unfailing service during her year as president.

The reports all showed progress and opened the way to plans for the ensuing year.

—o—

INSTALLATION DINNER

The committee having the Installation Dinner in charge feel it is a most important event in our club life. They wish to make it a brilliant and cordial welcome to our new officers. They request that every member be present and that as many as can wear their Spanish Shawls that were so effective at our Convention reception.

There will be a fine installation and program.

Committee — Bessie Gustason, Chairman; Ella Saylor, Mary Campbell, Maude Peterson, Laura Pinkston.

WOMAN, 104, GOES ON AIR JAUNT

Mrs. Catherine Fenton of Jamestown, N. Y., waited 104 years to take her first flight in an airplane, but when she finally made the experiment last week in Florida, she said she enjoyed it very much.

Oakland Crematorium and Colombarium

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Howe and Mather Sts., Oakland

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CALENDAR

MARCH 8—INSTALLATION DINNER.
MARCH 9—HOLDING COMPANY DANCE.
MARCH 10—REVIEW OF OPERAS 2 P. M.
MARCH 15—LUNCHEON.
MARCH 22—DINNER.
MARCH 31—BRIDGE LUNCHEON.

Juniors meet first and third Tuesday evenings at 7:30.
Dramatic Section every Tuesday evening at 7 o'clock.

OF SUCH IS THE KINGDOM

"Know you what it is to be a child? It is to be something very different from the man of to-day. It is to have a spirit yet streaming from the waters of baptism. It is to believe in love, to believe in loveliness. It is to be so little that the elves can reach up and whisper in your ears; to turn lowness into loftiness, and nothing into everything, for each child has its fairy godmother in its own soul."

Wouldn't it make you happy to play fairy godmother to some child for even a little while, and turn a world of hunger and cold, pinched bodies and starved souls into a realm of comfort and plenty, eager eyes that see new wonders in everything around them, and laughing hearts beating in rhythm with the happiness of childhood?

Wouldn't you like to feel that you had given some child its opportunity in the world, a foundation of health, the first essential for character-building and future accomplishment

Last year 1266 homeless and dependent little ones were cared for by the children's agencies of our city. Do you want one of these to be turned away this year because of your failure to respond to their appeal?

David Starr Jordan says, "If you want to be of any real use in the world, do something for children."

Now is your opportunity. Give generously to the Community Chest.

CALIFORNIA LEAGUE B. & P. W. C. TO MEET

The regular quarterly meeting of the California League of Business and Professional Women will be held in San Jose on Sunday morning March 11th in San Jose. Dr. Lillian Shields president will preside and the San Jose club will be hostesses at a breakfast at Vendome Hotel.

There is business of importance to be transacted and Dr. Shields requests a large attendance. Phone your reservations in to Mary Guber not later than the 7th, Oak. 1597, both for the breakfast and a place in a machine. Will members who can take extra passengers also phone Mrs. Guber giving the number.

Meet at the club at 8:30 for the start. Breakfast will be served at 10:30.

—o—

INA COOLBRITH

Let us pause for a moment in our busy lives to pay tribute to Ina Coolbrith, the California poet, whom the whole world has honored. A pioneer, suffering many hardships, and struggling for financial independence most of her long life, she yet was able to see, and to make others see through her inspired pen, the pure gold of life always to be found in the hearts of men, and something beautiful in the commonest things. Strong in character as the oaks of her beloved California; lovely in mind as its poppied fields; leaving an inheritance rich as its storied mines in her beautiful verses, she will live on in our memories beyond all power of death to take away.

YOUR HOUR

This is your hour-creep upon it!
Summon your power ,leap upon it!
Grasp it, clasp it, hold it tight!
Strike it, spike it, with full might!
If you take too long to ponder,
Opportunity may wander.
Yesterday's a bog of sorrow;
No man ever finds tomorrow.
—Herbert Kaufman

—o—

LOGICAL

Teacher: "What was the Tower of Babel?"

Prep: "Wasn't that where Solomon kept his 500 wives?"

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Five | Oakland, California, March 12, 1928 | Number Twelve

THE BUSINESS AND PROFESSIONAL WOMEN *will enjoy*

Remar Cake

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Try One Today

Golden Sheaf Remar Co.

Your job—like your mirror—gives you back just what you put into it.

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MARY GARDEN

of the

Chicago Civic Opera Company

Members are each entitled to bring one guest

Reservations must be in by Noon Tuesday, the 13th

Phone Oakland 1470

RUMMAGE SALE

Anna Ihrig is the chairman for the Holding Company Rummage Sale to be held the end of this month. She says it will be in time to get your closets cleared of old stuff and ready for your new Easter outfit.

She has not said so out loud, but the Herald knows she does not want members to rob their husbands and fathers and brothers of their clothes, but she does want you to keep them looking natty and send their worn garments for the rummage sale.

It goes without saying, little stock little money, big stock, big money. It's big money that Anna Ihrig wants from this sale. Here is a chance for every member to help. Bring your rummage to the club or if you have too much phone Oakland 1470 or Alameda 3892-W and it will be called for.

MAGNIFIER

I have told you of the man who always put on his spectacles when about to eat cherries, in order that the fruit might look larger and more tempting. In like manner I always make the most of my enjoyments, and, though I do not cast my eyes away from troubles, I pack them into as small a compass as I can for myself, and never let them annoy others.—Robert Southy.

BUSINESS WOMENS HERALD

Official Publication of the

BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

Laura E. Pinkston....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. — OAKLAND 1470

Issued every Monday in the interests of the Business and Professional Women's Club
Subscription Price $1.00 per year

Entered as second class matter, Jan. 17th, 1927, at the post office at Oakland, California, under the Act of March 3, 1879.

OFFICERS

President.....Mary Barmby
Vice-President.....Mabel Saylor
Rec. Secretary.....Jennie E. Reid
Cor. Secretary.....Alice Osborne
Treasurer.....Ida G. Swift
Auditor.....Faye Otis

Miss Emma Palmer
Executive Secretary
1608 Webster St., Oakland 1470

DIRECTORS

Ella Saylor
Dr. Luella Swauger
Martha Holmes
Freda Smith
Jean Baird
Suzanne Chalmers

CHAIRMEN

Rudolphine Radil.....Music
Mary Campbell.....Program
Ella Saylor.....Reception
Mary Barmby.....Activities
Bessie Wood Gustason.....Civic
Dr. Ella McGilvery.....Hospitality
Martha Holmes.....House
Isabel M. Dingwall.....Membership
Anna Ibrig.....Decoration
Ann Ryan.....Emblem
Harriet Haas.....Revision
Dr. Luella Swauger.....Health
Eloise Cushing.....Parliamentarian
Carrie Hall & Zannette Potter.....Service Club Council

SECTION CHAIRMEN

Elizabeth Clow.....Past Officers
Mary Barmby.....Book Review
Zannette Potter.....Philomels

JUNIOR SECTION

Viola Bocca.....President
Alice Moore.....Advisor

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Letitia Andrews, Hermine L. Kruger
Ann Ryan, Dr. Luella S. Swauger

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DAUGHTERS HAVE THEIR CHANCE

Daughters of famous men are being heard from now, not as formerly as leaders in society, but as aspirants to public office.

In Pennsylvania a distinguished father is campaigning for his daughter, Agnes Hart Wilson, a candidate for Democratic nomination for Congress. The father was Secretary of Labor under President Wilson. Miss Wilson was her father's campaign manager in his congressional contests, and has been his secretary when he was a member of the House of Representatives, so is well grounded for the office, and her father evidently thinks that turn about is fair play.

In New Orleans Mrs. Genevieve Clark Thomson, daughter of the late Champ Clark, is a candidate for Congress. She, also, had fine training with her eminent father, and has continued her interest in public affairs.

And in Florida, Mrs. Ruth Bryan Owen, daughter of the late William Jennings Bryan, is a Congressional candidate. She is described as inheriting some of her noted father's characteristics, in being "folksy" with people, and in oratorical ability. A mother of four children, she is yet a leader in community affairs.

Women are also entering the Congressional field from New Jersey and Maryland. What's the matter with the women of the western states, usually so progressive and ready to forge ahead, that they are not taking their places in the halls of the nation?

In business circles, too, the movement is spreading, and from conservative England comes the announcement of the first woman to be taken into a large firm, the name reading "H. Marment and Daughter".

No longer has the eldest son a monopoly in business opportunities or political favor. It seems even possible that in time the proud fathers will puff out their chests with equal joy over the arrival of the first born when the nurse proclaims "It's a girl!"

NOTICE TO JUNIORS

All girls wishing corsages for the tea get in touch with Grace Haskin, Pied. 7589-J, immediately.

—

JUNIOR JOTTINGS

March 18th is the date for our tea for prospective members and every Junior is requested to be present and help to entertain and serve the guests.

March 27th, Tuesday night, is the date of our Fulton Theater party—be sure and get your tickets early. Any Senior who wishes to obtain tickets may do so by getting in touch with any member of the Junior Section. The play has not yet been announced but the star is Marjorie Rambeau.

Girls, don't forget that Mrs. Guber will keep the Polly Shop open for us any night we ask her to.

Harriet Bakewell,
Pub. Chairman.

BRICKBATS AND BOUQUETS

We are grateful to our critics —to those who throw brickbats as well as those who present bouquets.

Bouquets are sweet. They make us happy, and they incite us to do our — (whatever that was than which could do no more.)

But brickbats are effective. In order to correct our faults we must first know them. A good hard brickbat forcibly wielded can certainly drive a criticism through the hardest skull.

Should the brickbat pierce some vital spot and eliminate its target from the scene of his mis-endeavors - why, then, there is always the bouquet which may be gently placed upon his brow, and the struggle is over.

—Woman's Club of Evanston.

AMONG OURSELVES

We have a delightful new member. She paid her first visit to the club last week and was taken in immediately without the formality of application or initiation fee. She is Miss Willie May Bridge and just five weeks old. We must admit that Mrs. Willie May is entitled to all her chuckles over the way she dumbfounded her fellow members when she appeared with her wee daughter.

We are proud of you Willie May.

—

Alice Zwillinger brought us the two little flower girls who strewed the path of our new president with roses. They were Mayberry Nelson, Miss Zwillinger's niece and Mildred Cleavenger. We thank these little ladies for their assistance.

—

The retiring Board of Directors made their last meeting a dinner compliment to Mrs. Josephine Swan White, the retiring president, at Hotel Alameda. The table decorations were unusually beautiful, and were in charge of Maude Petersen. A beautiful white swan formed the centerpiece, and the place cards were characteristic of some phase of each one's occupation. The Board also presented Mrs. White with a parting gift, a statuette of The Good Fairy.

—

The election of Mary Barmby as president left a vacancy on the Board, which was filled by the appointment by the Board of Suzanne Chalmers as Director. It is good to see her again taking an active part in the affairs of the club.

—

Mr. Horwinski gave us a new definition in his delightfully humorous talk last Thursday evening. It was, "Music is the kind of a noise that is pleasant to the ear, but often ain't."

—

Please get your rummage in right away, and avoid a last moment rush.

—

Glad to see Hattie Lehnhart at dinner last Thursday. Business has such a bad way of making her miss the regular dinners.

HOTEL OAKLAND

where guests are assured every first-class Hotel Service *combined* with comfort.

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Reasonable Rates

Management W. C. JURGENS

INSTALLATION DINNER

"The old order changeth", as recited so beautifully by Georgia Maiden at the beginning of the installation ceremony, and our beloved officers of the past year have retired, and we fondly greet the new ones. A classic touch was given in the crowning with laurel of each retiring officer by her successor in office. Flower girls led the new officers to their places at the table, and huge baskets of roses to the outgoing and incoming Presidents were presented by the Juniors.

Mrs. White welcomed Miss Barmby to the chair, assuring her of the hearty co-operation of the club during the year, and presented her with the key to the club house, and the key to her heart. Miss Barmby's acceptance touched the hearts of all, as she paid tribute to our club, and expressed her wishes for its future, and asked each member in the language of radio, to "please stand by".

Miss Radil charmingly sang some old ballads, to the accompaniment of Mrs. White, and Mr. Max Horwinski followed with a very original account of the origin and development of music.

Mrs. Gustason, as chairman of program, arranged a sketch by our own Chauve-Souri Company, scenery and makeup, and all, which sent the audience home with smiles reaching clear behind the ears.

A happy beginning, and a favorable augury for the coming year.

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CALENDAR

MARCH 15—LUNCHEON.

MARCH 22—DINNER.

MARCH 31—BRIDGE LUNCHEON.

Juniors meet first and third Tuesday evenings at 7:30.

Dramatic Section every Tuesday evening at 7 o'clock.

BEGIN AGAIN

Every day is a fresh beginning,
Every morn is the world made new;
You who are weary of sorrow and sinning,
Here is a beautiful hope for you,
A hope for me and a hope for you.

All the past things are past and over,
The tasks are done and the tears are shed.
Yesterday's errors let yesterday cover;
Yesterday's wounds, which smarted and bled,
Are healed with the healing which night has shed.

Let them go, since we cannot relieve them,
Cannot undo and cannot atone.
God in His mercy receive, forgive them.
Only the new days are our own.
To-day is ours, to-day alone.

Every day is a fresh beginning,
Listen, my soul, to the glad refrain,
And, in spite of old sorrow and older sinning,
And puzzles forecasted, and possible pain,
Take heart with the day, and begin again.

Susan Coolidge.

—o—

"You know I told you a few days after I got my new job that the boss said he'd raise my wages in a month or so."

"Yes, and didn't he?"

"No. I misunderstood him. He meant he'd try to raise my first week's wages by that time. I haven't got it yet."

—o—

Al—How can you distinguish between poisonous and non-poisonous snakes?

Jody—By their bites.

THREE-EIGHTHS OF CENT SPENT FOR CHARITY

Mr. Reid Behling wrote the Chest saying, "We spend too much money in the United States on charity—it would do more good if left in business."

United States government statistics say our dollar is spent: Living, 24½; luxury, 22; government, 15; waste, 14; savings. 11; amusements, 8¼; educational, 1½; church, ¾; miscellaneous, 3.

The miscellaneous 3 cents includes ⅜ of 1 cent which is spent for COMMUNITY CHEST work.

Do you think three-eighths of one cent too high to spend for your fellow man?

—o—

MARY GARDEN THRILLS LOS ANGELES

Telegraphic reports say that Mary Garden's rendition of Katuisha in the opera of Resurrection gave an audience of 6000 in Los Angeles thrills of delight, even surpassing her performance last summer in Paris.

A new tenor, Maison, with a remarkable voice and consummate acting, and Formichi, one of the foremost baritones of the world, added lustre to the evening. And in scenic details and lighting effects the production was a revelation.

Count Ilya Tolstoi was present, and acclaimed it a perfect picture of his brilliant father's conception of Russian life during the reign of the Czar.

—o—

Winters—Pa, I've discovered what is wrong. I've been standing too near the ball when I hit it.

Pa—No, you've been standing too near it after you've hit it.

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Mrs. Teresina B. Morgan, Mgr.
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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Five | Oakland, California, March 19, 1928 | Number Thirteen

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Anger is an explosion in the human boiler, and who ever knew an explosion to do a boiler any good?

Round Table Luncheon

Thursday, March 22, 1928

Speakers

MISS BIRD M. WILSON
Attorney and Court Reporter

MRS. GLADYS BARNDOLLAR
Multigraph Letter Co.

MRS. ELISA F. HOFFMAN
Secretary Highland Hospital

Phone Oakland 1470 for Reservations

COME TO MY PARTY

Berkeley P. & P. W. C. cordially invites the Oakland Club members to their Advertising dinner at the club rooms, 2085 Alston Way, on Monday evening, March 26th, at 6:15. Tickets 75c.

Alamtda B. & P. W. C. extends an invitation to their installating dinner on Tuesday evening, March 27th at the Alameda Hotel. It is to be a very beautiful ceremony. The hour will be 6:45 and tickets $1.50.

SANBORN'S FLOWER SHOP

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Opposite Tribune Tower

Everybody Likes Sanborn Service

"AIR FARES" NO LONGER RARE

During February 2,031 passengers were carried by airplanes taking off or landing at the Oakland Airport, according to a statement issued by Port Manager George B. Hegardt. Hegardt's report shows that during the month 2,567 landings were made at the port. Since September 16,414 landings were made asd 7,428 passengers carried at the airport.

BUSINESS WOMENS HERALD

Official Publication of the

BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

Laura E. Pinkston....Editor & Bus. Manager
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Miss Emma Palmer
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1608 Webster St., Oakland 1470

DIRECTORS

Mabel Saylor
Dr. Luella Swauger
Martha Holmes
Freda Smith
Jean Baird
Suzanne Chalmers

CHAIRMEN

Music .....Elsie Cross
Program .....Bessie W. Gustason
Activities .....Carrie Kennedy
Reception .....Josephine S. White
Membership .....Edith Bakewell
Personnel.....Floss M. Warner

SECTION CHAIRMEN

Elizabeth Clow.....Past Officers
Mary Barmby .....Book Review
Zannette Potter .....Philomels

JUNIOR SECTION

Viola Bocca .....President
Alice Moore .....Advisor

Jack Williams—Anna, would you still love me if I were ugly?

Anna—Why, Jack, you know I do.

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OUR RUMMAGE SALE.

Whoever thinks of a rummage sale, in the terms of a rubbish sale, does himself a great injustice. It is rather to be thought of in the terms of a gold mine! Unknown hidden treasure! It has the grab-bag element, that thrilled us as children. We know we will get our pennys worth, and maybe a great deal more.

Everything, and what have you, finds its way to a rummage sale. It is not there because it is worn out, or no longer of use and beauty. It is there because it has outlived its environment and needs a change. In a new environment it will again be enjoyed, be useful or finish out its life of beauty.

A rummage sale is a clearing house. It passes on to some one else, to use and enjoy, that which used to fill our Grandmother's attics; things, too good to throw away.....lots of things, as good as new, for which we have no immediate use.

A rummage sale is a sign of progressive women and progressive times. No more bulging attics! Rather a wholesome circulation and activity among our erstwhile possessions, as well as among ourselves. We do not mope in the chimney corner at forty, neither do we stock our attics.

Join this progressive movement. Go through your things. Send us everything you can spare. Be progressive! Come to our rummage sale and buy everything you can use.

We each have a two fold opportunity, to clear out what we do not want and to acquire something we do want.

Rouse then and prepare for our Rummage Sale, April fifth, sixth and seventh. —V. P. Jennings.

JUNIOR JOTTINGS

On Tuesday night, March 20th, a feature of the regular social meeting will be an exchange of Hobbies. Everyone will be given three minutes to tell of her particular hobby, a prize is to be given to the one judged the best.

Our tea on Sunday can indeed be counted a huge success, it went over in fine style.

Remember the Fulton Theater party, March 27th, and remind your friends of it.

Our mmber, Lucille Shore, has been very ill in the Fabiola Hospital, but she is home now and we hope she is well on the road to recovery.

Harriet Bakewell,
Pub. Chairman

—o—

A SUGGESTION

This is the season for gardening and house cleaning. If you need help kindly call Mr. B. Miller at the Associated Charities, Lakeside 7900.

Please phone at least one day ahead.

WOMENS DAY CELEBRATED

Famous women of the West were entertained as honor guests at a special luncheon at the New Women's Building in San Francisco, on March 15th in celebration of Women's Day.

Among the twenty-five women who were suggested for the honor the following received the largest number of votes.

Helen Wills, tennis champion; Mrs. Bertha Landies, mayor of Seattle; Madame Schumann-Heink; Mary Pickford; Dr. Aurelia Reinhardt, president of Mills College; Dr. Jessica Peixotto, first woman professor at the University of California; Dr. Mary Wanzer, eminent woman physician; Mrs. Florence Kahn, Congresswoman; Kathleen Norris, Gertrude Atherton and Ruth Comfort Mitchell, authors; Edith Tate Thompson, antituberculosis worker; Mrs. Anna M. Saylor, the only woman in the cabinet of the governor of California; and Mrs. Phillips Carter, woman inventor.

AMONG OURSELVES

Fifty members of our club including eight Juniors went to the State League Breakfast at San Jose on the 11th.

—

Addie Jessen has returned from a ten-day business and pleasant trip to Los Angeles.

—

Mrs. Rogers attended the Breakfast in San Jose with her husband, Professor E. A. Rogers, who was speaker of the day. They were both much interested in the work of the B. & P. W. C. and felt that they too had learned something.

—

Elsie Richards who recently underwent an operation for appendicitis is convalescing in the home of friends in San Francisco and will soon be with us again.

—

The Club extends sincerest sympathy to Mrs. Ora Pennington. Her father Major David Smart passed away on March the 14th at her home at the age of ninety-nine years and four months. His mind was keen to the day he suffered a stroke two weeks ago. His last conversation was about radio. Mrs. Pennington has been a most devoted daughter, and can truly say "well done."

—

Mae B. Wilkin, our first Executive Secretary reads the Herald in far away Washington, D. C. and keeps up to date. On the day of her installation as president Miss Barmby received the following telegram from Miss Wilkin. "Greetings Madam President. Success. Club to be congratulated on its officers."

—

Mr. Dudley Blanchard of Community Chest spoke for final drive for the Community Chest at the luncheon Thursday. He stated the resulting subscriptions constituted the best response he has had anywhere.

—

Luncheons are being served in our roof garden these lovely Spring days.

Mrs. M. Frances Greene, a member of the Alameda B. & P. W. C. has subscribed for the Herald for a year and also paid for last year's file which she felt she must have.

—

There are five Thursdays in this month. There will be another luncheon on the fourth Thursday instead of a dinner and a dinner meeting on the 29th, the fifth Thursday.

—

Even the skeptics in the Club now believe in the parable of the loaves and the fishes.

There were just thirty-two reservations for the luncheon last Thursday and eighty were served.

—

The new chairmen list is not yet complete, but so far as appointed appear in this issue.

—

Here is an opportunity for service for every member of the club. Anna Ihrig, our Rummage Sale chairman, is out of town and will not be home till the twenty-ninth. She could not think of refusing her dear father, who is in very poor health, when he asked her to take him to the country for two weeks. Neither did she think of failing the club in her promise to put over the sale. She did not let her father guess for an instant just how hard it was for her to leave at this time nor has she told us just how worried she is to leave her task here at such a critical point. Let us be up and doing and, like children love to do, get up a big "surprise" for her return. Let us show our sympathy with her during these days of anxiety over her dear one by having a glorious lot of rummage ready to be put in place for the opening day.

—

Here is the reason given by an ex-member for resigning, "At first I would not allow myself to be put on any committees and take any active part and after a while I got to feeling so useless I thought I had better resign. Now I am sorry." Step up members, new and old. Our new president has need of you and you have need of the activity.

OUR MILLS PRIZE WINNERS CARRYING ON

Miss Hermine Kruger, representing the Past Officer's Section of the club, is in receipt of a letter from Mrs. Elizabeth K. Owen of the Department of Economics at Mills College, expressing her pleasure that the Business and Profesisonal Women's Club has again offered a $50.00 prize for an essay on a subject of vocational interest.

Mrs. Owen also stated that the 1926 prize winner, Miss Laura Thompson, is at Harvard studying Anthropology, and the 1927 winner, Miss Martha Peterson, now Mrs. Philip Clough, is living in Los Angeles where she is working for the Junior Protective Association. Mrs. Clough used her $50.00 to help furnish her new home.

Mrs. Owen believes that the prizes were won by two very worth while young women.

—o—

NOT IN SYMPATHY

"When I hear a saxophone on the stage, I clap my hands."

"So do I—over my ears."

Oakland Crematorium and Columbarium
Mrs. Teresina B. Morgan, Mgr.
Howe and Mather Sts., Oakland
The Pioneer Institution of the East Bay

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Custom made confining garments appeal io discriminating women. Therefore, let your next corset, corselet or belt be a NuBone made to measure garment
Phone Oakland 7894 for appointment
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1450 Alice Street

CALENDAR

MARCH 22—ROUND TABLE LUNCHEON.

MARCH 29—DINNER.

Juniors meet first and third Tuesday evenings at 7:30.

Dramatic Section every Tuesday evening at 7 o'clock.

The Old Order Changeth

In response to several urgent requests the lines read by Georgia Maiden at our recent installation ceremony are herewith given. The first three lines are from the Passisg of Arthur by Lord Alfred Tennyson and the last lines were added by Laura E. Pinkston for the installation.

The old order changeth, yielding place to new,
And God fulfills himself in many ways
Lest one good custom should corrupt the world.
The new order bringeth the strength of new minds,
Taketh the task by decree divine,
Keepeth but the best from out the past
And leadeth on to heights sublime.

—o—

Our Mary Garden Luncheon

Well it was "something else yet again" as the saying goes. In lieu of our expected guest's presence the following telegram was read:

B. & P. W. C.—

I deeply regret that owing to a cold which I had in Los Angeles, I will be forced to deny myself any social activity and shall have to give my entire thought and strength to my work which I know you will understand always comes first with me.

Mary Garden.

Our Garden Room was gay, with hundreds of daffodils and we were merry as we sang West, West in California that we had planned to sing to Mary so we had "Merry Garden" after all.

A number of funny Irish stories were told by members is honor of St. Patrick's day and Mrs. George Rigg gave a most interesting account of the International Institute held in Berkeley last week.

THE STATE LEAGUE

Breakfast at San Jose. Another delightful day was added to our club history on Sunday, March 11th, when about one hundred and fifty members of the State League B. & P. W.C. gathered at Hotel Vendome, San Jose, where the local club was hostess. All the clubs in the league were represented excepting Eureka. The new Morgan Hill Club was welcomed as the baby member of the league. The guests were delightfully welcomed by Florence Stahl, president of the San Jose Club. The business session was presided over by the League president Dr. Lillian Shields. The quarterly reports of the various chairmen was most satisfactory and will be given in the next issue of El Camino the State League paper.

Professor E. A. Rogers, head of Montezuma School for boys was the speaker of the day. He talked mostly about dealing with boys, but as boys are human beings there were many fine points, valuable in our dealings with all human beings, carried away by the members.

One could but be glad, as he talked, that hundreds of boys are receiving the benefit of his understanding and influence.

There were blossoms, blossoms everywhere. The dining room was a bower of blossoms; blossoms in the orchards and blosoms in the gardens all along the way. The dark green fields of rhubarb were beautiful too with their stacks of rosy stalks scattered about all ready to be sent to market.

The day kindled ambition anew for our individual clubs and the League and every member was refreshed by the beauty of a perfect spring day.

WAITING

"Is he a patient man?"

"I think so. He's ordered a new Ford car.

Emilie J. Edmonds
Face and Scalp Specialist
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Third Floor
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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Five | Oakland, California, March 26, 1928 | Number Fourteen

CAL STATE LIBRARY

When thinking over your troubles, just remember that most troubles are only thinks.

THE BUSINESS AND PROFESSIONAL WOMEN *will enjoy*

Remar Cake

WHICH, WE ASSURE THEM, IS THE FINEST CAKE THEY EVER BOUGHT

Try One Today

Golden Sheaf Remar Co.

DINNER

Thursday, March, 28 1928 — 6:15 p. m.

— Speakers —

E. B. FIELD

President of the Chamber of Commerce

on

Business and Professional Women and Civic Activities

MRS. FREDERICK CRIST
of Lima
Subject - - - - Peru

Music
George Allen Kelly - - - Pianist

Phone Oakland 1470 for Reservations

OVERTONES

I heard a bird at break of day
Sing from the autumn trees
A song so mystical and calm,
So full of certainties,
No man, I think, could listen long
Except upon his knees,
Yet this was but a simple bird,
Alone, among dead trees.

William Alexander Percy.

Rummage Sale

April 5, 6 and 7

More Stock Needed

Leave Articles at the Club
1608 Webster Street

Or Phone Oakland 1470 to call for them

CAFETERIA NOTICE

At the meeting of the Board of Directors on March 19th, it was voted to close the Cafeteria on the evening of March 31st for renovation and reorganization.

The regular club lunches and dinners will be held as usual.

Watch the Herald for notices.

BUSINESS WOMENS HERALD

Official Publication of the

BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

Laura E. Pinkston....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. — OAKLAND 1470

Issued every Monday in the interests of the Business and Professional Women's Club

Subscription Price $1.00 per year

Entered as second class matter, Jan. 17th, 1927, at the post office at Oakland, California, under the Act of March 3, 1879.

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President.....Mary Barmby
Vice-President.....Mabel Saylor
Rec. Secretary.....Jennie E. Reid
Cor. Secretary.....Alice Osborne
Treasurer.....Ida G. Swift
Auditor.....Faye Otis

Miss Emma Palmer
Executive Secretary
1608 Webster St., Oakland 1470

DIRECTORS

Ella Saylor
Dr. Luella Swauger
Martha Holmes
Freda Smith
Jean Baird
Suzanne Chalmers

CHAIRMEN

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Program .....Bessie W. Gustason
Activities .....Carrie Kennedy
Reception .....Josephine S. White
Membership .....Edith Bakewell
Personnel.....Floss M. Warner
Civics .....Helen S. Artieda
Emblem.....Bessie Whitaker
Publicity.....Bird M. Wilson
Health.....Dr. Minora Kibbe
Parlimentarian & Revision.....Eloise Cushing
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HOW IT IS DONE

Under the caption, "One Use For Spare Moments," The Business Woman" of San Francisco gives a true picture of how it is every B. & P. W. C. functions. It said:

"Sounds like an **American Magazine** "success" article, doesn't it? It isn't. That title was born one Saturday afternoon when a member of the staff dropped in at the club rooms. It was very late, but, even so, there sat an outgoing officer instructing her successor in the work she was to take over. Only a day or two before the visitor had heard of a retiring chairman scurrying home one evening to "red up" her apartment so that she might have Saturday afternoon free to explain details to the new chairman.

Because the machinery of the organization always functions so smoothly, most of us probably accept it as a matter of course. We do not stop to realize that, because it is a business women's club, that machinery is operated almost entirely in spare moment. Committees meet at luncheon, conferences are held after office hours, bookkeeping and other records are kept at night, almost all the innumerable chores necessary to the efficient operation of the club are "sandwiched in" in those spare moments so precious to the business woman.

So some time, if there should seem to be a breakdown of the machinery, remember the spare moments and judge not harshly."

TOPICS FROM NEAR AND FAR ON THURSDAY'S PROGRAM

There will be two interesting speakers at our club dinner on next Thursday evening. Mr. E. B. Field, president of the Oakland Chamber of Commerce has the interests of Oakland thoroughly at heart and will speak on Business & Professional Women and Civic Activities.

Mrs. Frederick Crist who is a resident of Lima, Peru, has been visiting in Oakland for several months.

We cannot all go to far lands and enjoy them first hand so are fortunate when those who do go share their journeys with us.

Mrs. Crist plans to sail for home on the 31st so this will be our last opportunity to hear her.

George Allen Kelly, well known pianist of the East Bay will present a group of solo numbers.

Let us give our guests and speakers the compliment of a large audience.

BRIDGE CLASS

Bridge classes are being formed this week for beginners and advanced players. Mrs. Susie Talbot, club member will conduct the classes at her home, 277 Lenox Ave. A course of twelve lessons will cost $5.00.

Interested persons may leave their names with Miss Palmer the Club Secretary or phone Mrs. Talbot, Oakland 6394.

—o—

CITY MANAGER PLAN GAINING IN POPULARITY

Twenty-nine California cities now have City-Manager government.

Well known cities in other states having City Managers include Phoenix, Colorado Springs, Miami, Tampa, Dubuque, Wichita, Grand Rapids, Kansas City, Rochester, Cincinnati, Cleveland, Dayton, Oklahoma City, Knoxville, Fort Worth, Norfolk, Charleston and Wheeling.

Indianapolis has recently voted to adopt the Council-Manager plan and at last accounts Toledo and Atlanta were seriously considering it.

AMONG OURSELVES

Read "How it is Done" on the second page of this issue, then every member devote a few spare minutes and see how easy it will make it for every one, and get the thrill of accomplishment.

Just for instance devote a bit of spare time and energy to the Rummage Sale.

—

Alice Brookman formerly the Executive Secretary of the Y. W. C. A. and a valued member of our club is spending her vacation in Oakland, at the home of her sister, Mrs. A. L. Angel, 5546 Taft Avenue.

Miss Brookman has her headquarters in New York City and travels in the Middle West in the interests of the Y. W. C.A. She will remain till the first week in April.

—

The Herald wishes to acknowledge most gratefully the interest and thoughtfulness of several members who have sent in interesting items and little poems from time to time. They are always welcome.

—

Bessie Gustason is in Los Angeles on a business and pleaure trip and will return about April first.

—

Business Women's Week is to to be celebrated from April 15th to 23rd. The East Bay business women's clubs are planning interesting programs.

—

To quote the United States Department of Commerce, "the most rapidly growing of all cities of over 100,000 in the United States is Oakland."

—

Another club member is going a-traveling. Freda Smith will sail on the Wilhelmina on April the 4th for Honolulu. There she will be the guest of her sister, Mrs. C. M. Jackson and promises to return on May first. We don't just know about that return, moonlight on the ocean and the beach at Waikiki have great charm.

Bon voyage, Freda.

—

Ada Angel attended luncheon last Thursday after several months absence due to illness. It was indeed good to have her with us again.

—

Don't forget the Juniors theater party tomorrow evening at the Fulton.

"The Sign On the Door" is the play.

—

Quite a bit of mail has accumulated on the cash register desk in the Garden room. Members are requested to look it over.

—o—

JUNIOR JOTTINGS

Have you bought your tickets for the Fulton Theater party for to-morrow night, Mar. 27th? Marjorie Rambeau is the star and the play is, "The Sign On The Door", said to be one of her best.

April 27th has been set as the date for the next Junior Dance. The committee will be announced next week.

If any of the members have moved or had their phone numbers changed kindly notify our Secretary, Rhobie Irwin, and our Treasurer, Juanita Stanley, immediately.

Harriet Bakewell,
Publicity Chairman.

—o—

"Do you believe in the survival of the fittest?"

"I don't believe in the survival of anybody. I am an undertaker."—Boston Transcript.

HOTEL OAKLAND

where guests are assured every first-class Hotel Service *combined* with comfort.

Unexcelled Cuisine Convenient Location

Reasonable Rates

Management W. C. JURGENS

WANTED

2 ROOMS, 1st FLOOR APT. with Kitchen Stove and Linoleum

Phone Lakeside 4782

Between 4 and 6:30 P. M.

NORTHERN CALIFORNIA TO HAVE DRY YEAR

N. R. Taylor, merteorologist for the United States Weather Bureau, announced on March 16th that the Sierra snow pack is scarcely one-third of the average for the past fifteen years. The snow depth on that date was 47 inches as compared with 120 inches at the same time last year.

—o—

OVER THE TOP

For the first time in its history in Oakland the Community Chest went over the top.

Great credit is due the general chairman, Robert A. Leet and every one of his assistants. Theirs was not an easy task. Credit is also due all who contributed, many of whom gave at a sacrifice.

It is a triumph for Oakland and an evidence of the understanding and far sightedness of its citizens.

OUTWITTED

He drew a circle that shut me out—
Heretic, rebel, a thing to flout.
But Love and I had the wit to win;
We drew a circle that took him in.

Edward Markham.

—o—

PLAIN MEN AND PLAIN MINDS

To meet a man or woman—free of a boast—is to meet a rare treasure of earth, whether that man or woman be known or unknown.

—o—

WHAT DO WOMEN'S CLUBS DO?

Mary Sherman, president of the General Federation of Women's Club in an article in the March Scribners, stated that she often asks the question "What would be the loss to your town if the Woman's Club ceased to exist?" The answers have been varied, but the tenor of them has been the same—that activities for community betterment would lose leadership or impetus, or cease altogether.

One man said: "The bottom would fall out of all our town-improvement work;" another said practically the same thing and added: "You see, when there is any job that seems too much for the Chamber of Commerce to handle we get the woman's club to tackle it, for they can put over anything they want to."

She has found that it is the small city and town club that forms the great bulk of United States club women, and that these women are of the most vital force in their towns and cities. Like a tree, there is just as much unseen as seen of their accomplishment. The roots go deep. They have initiated and then the city or county or state has taken over the work and built rest rooms, established county libraries, opened clinics and free dispensaries and free nursing service and opened work shop for the disabled and blind.

Mrs. Sherman closes with the statement that: "Compared with other fields of human endeavor, the club movement shows a minimum of failures and a long roll of successes.

WONDER GROWS AT ROUND TABLE .. LUNCHEONS

Again we gathered to listen to our own members in Round Table talks and again we were thrilled.

Bird M. Wilson said "perhaps a job might be defined as the best means of self-expression."

She and Gladys Barndollar had wonderful means of expression in their work. Both were pioneers not only in the untamed West with its mines and fire-arms but pioneers in new fields of endeavor for woman.

Miss Wilson did business for years by mail with a firm in Chicago and when she called at their office was told they did not do business with women. On proving to them that they had done much business with her she was given a wholehearted welcome and a good business opportunity.

If Gladys Barndollar should write a book of her experiences it would no doubt be received with some incredulity but no fiction could make more interesting reading.

She did the first multigraphing work ever done in San Francisco from which grew the direct Mail Advertising. There are now 13,000 members of the Direct Mail Advertising Association.

To know what our members are, through what they have done, is to grow in respect and admiration.

—o—

LIGHT BILLS GROW LIGHTER AS WORLD BECOMES WISER

"A common laborer of today," says the Scientifiic American, "works about 10 minutes each day to pay for the lighting of his home by electricity. A half century ago he would have had to work two and one-half hours to provide the same amount of light by means of gas flames. And if he had supplied himself a half century ago with the same amount of light from candles, he would have had to work 24 hours every day to pay his lighting bill."

P. G. & E. Progress.

WORDS OF WISE MEN

Men of great conversational powers almost universally practise a sort of lively sophistry and exaggeration which deceives for the moment both themselves and their auditors.

—Macaulay.

—

In a narrow circle the mind contracts;
Man grows with his expanded needs.—Schiller.

—

One crime has to be concealed by another.—Seneca.

—

The true purpose of education is to cherish and unfold the seed of immortality already sown within us, to develop, to their fullest extent, the capacities of every kind with which the God who made us has endowed us.—Jameson.

—

Words are but holy as the deeds they cover.—Shelley.

FOR RENT

Large Sunny Room, adjoining bath, in private home
Hot Water — Board Optional
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Polly Shoppe

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Five | Oakland, California, April 2, 1928 | Number Fifteen

CALIFORNIA STATE LIBRARY

Jumping at conclusions seems to be about all the mental exercise that some people take.

The Gray Shop

Spring Coats

in the New Manner

The feeling for feminine and flattering chic animate our whole collection, and even the simplest of Sport Coat has a new guile. The cape theme—fur on cuffs only—fur collars placed away from the neck—dark or blonde coats with blonde furs, are a few of the trends of a new coat mode.

Spring's new straws are smartly developed into wide brims or chic little hats with little or no brim, softly rolled to flatter the wearer.

Oakland
Berkeley
Long Beach

Business Meeting

Thursday, April 5, 1928 — 12:15 p. m.

There is Business of Importance

A Large Attendance

Is Desired

Phone Oakland 1470 for Reservations

NOTICE

No daily cafeteria service while housecleaning going on. Regular Thursday meetings will take place as usual.

—o—

ADVERTISING

It has been aptly said: "Advertising is the art of getting an idea from your mind into the mind of others. The more smoothly, easily, and convincingly the idea enters the other mind, the better advertiser you are."

SANBORN'S FLOWER SHOP

410 - 13th St.

Opposite Tribune Tower

Everybody Likes Sanborn Service

PAST OFFICER'S MEETING

On Wednesday evening, April 11th, the Past Officers will welcome into the fold the officers of last year who won their laurels in the service of the club. It will be a dinner meeting at the club rooms on Wednesday evening at 6:15. All past officers are requested to be present.

—o—

PATRONIZE OUR ADVERTISERS—TELL THEM YOU SAW IT IN THE HERALD.

BUSINESS WOMENS HERALD

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Saylor
Dr. Luella Swauger
Martha Holmes
Freda Smith
Jean Baird
Suzanne Chalmers

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Music.....Elsie Cross
Program.....Bessie W. Gustason
Activities.....Carrie Kennedy
Reception.....Josephine S. White
Membership.....Edith Bakewell
Personnel.....Floss M. Warner
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AN EASTER CANTICLE

In every trembling bud and bloom,
That cleaves the earth, a flowery sword,
I see Thee come from out the tomb,
Thou risen Lord.

In every April wind that stings,
Down lanes that make the heart rejoice,
Yea, in the word the wood thrush brings,
I hear Thy voice.

Lo! every tulip is a cup
To hold Thy morning's brimming wine;
Drink, O my soul, the wonder up—
Is it not thine?

The Great Lord God invisible.
Hath roused to rapture the green grass;
Through sunlit mead and dew drenched dell,
I see Him pass.

His old immortal glory wakes
The rushing streams and emerald hills;
His ancient trumpet softly shakes
The daffodils.

Thou art not dead! Thou art the whole
of life that quickens in the sod;
Green April is Thy very soul
Thou great Lord God.

—Charles Hanson Towne.

JUNIOR JOTTINGS

Tuesday night, April 3rd, is the regular monthly business meeting. It is urgent that all members make a special effort to attend.

Our president announces that on Tuesday evening, April 10th, a special social will be given in honor of all prospective members. The Alameda De Molays will also be guests of the club that evening. Many wonderful surprises are in store for the members and much club talent will make it's debut. Every prospective member, and especially those who were invited to the tea, are urged to attend.

Please note that the next Junior Dance is April 27th and the chairman is, Dorothea Ahlers and asisting her are: Faye Berner, Marion Wharton, Virginia Chiesa and Eva Chiesa.

Harriet Bakewell,
Pub. Chairman

A PLEA FOR MORE BEAUTY

As I enter the offices of our business women. I am always longing to see more beauty and bright pleasing colors expressed in the dress of those who manipulate so smoothly the machinery of public affairs.

What a picture to give pleasure and uplift to those visiting these offices, were these women dressed in harmonious and bright colors!

I have always desired to see beauty in every-day life, in business, in the class-room; and I believe the day has arrived for just this expression.

When business employs most of our waking hours, why reserve our finest appearance for the few hours spent apart from our daily work? The ones we meet every day are the ones we wish to cheer.

—H. Ament.

—o—

Jennie—Where have I heard of Charlie Lindbergh?

Sallie—You must have gotten it out of the air.

AMONG OURSELVES

The Alameda Club had a delightful Installation dinner last Thursday. There were guests from all the Bay region B. & P. W. Clubs, also the Alameda Service clubs. Mrs. Mabel Dye, was installed as president and Mrs. Lenore Parsons, vice president with a beautiful ceremony. Spring blossoms furnished the decorations. The dramatic section gave a play and the choral section made its debut. The dinner was held at the Alameda Hotel, the regular meeting place of the Club.

—

Miss Elsie O. Stoltz, of The Yellow Lantern has returned from a pleasant vacation spent in So. California. While in Glendale she was a guest of the B. & P. W. Club on the evening they entertained the Burbank and Eagle Rock Clubs. They had a very enthusiastic and clever programme. Miss Stoltz extended greetings from our Club.

—

Ann Ryan is no longer a lady of leisure. She is in the Physio-therapy Department of the Berkeley General Hospital and finds her work, under Dr. Crete Arnett Crockett, most interesting.

—

Every year at the close of the Rummage Sale it has always been said: Oh we could have sold so much more if we had only had more to sell. The sale has been postponed one week. Now is the time to send in the things gathered in your rummaging.

—o—

Are you brave? Are you sure you are entirely free from superstition? Then prove it, by coming to the Holding Company Dance on FRIDAY, MARCH 13th, and dance the Bugaboo Dance.

Take Note: The price of admission has been placed back at the old rate of 50 cents each; One Dollar a couple. A new orchestra is to be tried out, so wear your peppiest shoes.

—

Our President Mary Barmby left on Friday morning to attend the State Library Convention at Mission Inn, Riverside. Miss Barmby accompanied by her sister Dr. Barmby drove down the coast route with Miss Susan T. Smith of Sacramento, a former State President of the Federation of B. & P. W. C.

They visited the Santa Barbara library on the way down and will visit the Los Angeles and Pasadena libraries also. They plan to be gone ten days and to return by the valley route.

—

Everybody come to the business meeting on Thursday. Vice-president Mabel Saylor will preside.

—

President Barmby confided to the Herald that she intends hereafter to begin the meetings of the club **on time**, instead of waiting for late comers.

Good for you Madam President, we'll be there.

—

It is rumored that Addie Jessen has bought a new car and may be seen any day learning to drive it.

—o—

A JAPANESE PRINT

A curve for the shore,
A line for the lea,
A tint for the sky
Where the sunrise will be.
A stroke for a gull, a sweep
for the main
The skill to do more—
With the will to refrain.

Ruth Mason Rice

Emilie J. Edmonds

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1444 San Pablo Ave.

Third Floor

Lakeside 1536

FROM OAKLAND TO PERU

It was a delightful dinner meeting at the club last last Thursday evening. E. G. Wilcox of the Chamber of Commerce substituted as speaker for E. B. Field who was ill. He told of the many advantageous things being done and planned by the Chamber of Commerce and added that it can accomplish but little without co-operation, and asked the club as a body and individually to co-operate.

Mrs. Frederick Crist spoke charmingly and instructively of Peru, her adopted country, a land where rain fell but once during her eight years of residence. She said that though it is a republic, much of the pomp and color of the old viceroys remains also that the book San Luis Rey gives an excellent picture of vice-regal days.

She has noted with pleasure during her visit, the growing interest of North Americans in the language, customs and commerce of their neighbors to the south.

A few years ago the North American women in Lima formed a club devoted principally to the study of the history of the South American countries. Later they took into membership English women and English speaking Peruvian women. It is a source of great pleasure and growing understanding of one another. So far, she said, there are no business women, but they are well on the way.

Mr. George Allen Kelly rounded out the evening with delightful piano selections.

—o—

QUITE NATURAL

"Why are women so crazy over these battered-up football players?"

"I suppose it is because of the innate feminine love of remnants."—Baltimore American.

—o—

EVOLUTION

Out of the dark a shadow,
Then a spark;
Out of the cloud a silence,
Then a lark;
Out of the heart a rapture
Then a pain;
Out of the dead cold ashes
Life again.

—John B. Tabb.

CALENDAR

APRIL 5—BUSINESS MEETING.
APRIL 12—DINNER.
APRIL 13—HOLDING COMPANY DANCE.
APRIL 19—ROUND TABLE LUNCHEON.
APRIL 26—DINNER.

Junior Section, first and third Tuesday evenings. There will be a special social for propective members.

Dramatic Section, Tuesday evenings at seven o'clock.

Book Review Second Saturdays, 2 P. M.

WHY A SHIP IS CALLED A "SHE"

Here are some answers to the question: "Why do you call a ship she?"

If you ever tried to steer one you wouldn't ask.

Because it takes so long to get them ready to go anywhere.

Because they need so much painting.

Becaue a ship's got to have its own way or it won't go.

Because ships always come off the ways backward like the members of a certain sex alighting from the street cars.

Because it costs so much to keep one in operation.

Because they are always calling at ome place or another.

Because they are forever blowing off steam.

Because they are held together with steel.

Because they frequently toss their noses in the air.

—o—

INTERSTATE CONFERENCE

An interstate conference of State Federations of Business and Professional Women was held in New York last month, fourteen states represented. It was in no sense an official convention, and had no power to take action on any matter, but was a real confernce, to consider relations between the states and the national, revision of by-laws, method of election of national officers, dues, Independent Woman, and other points of interest. Invitation was sent to each State Federation to attend this friendly conference where there would be time to air individual opinions, and better prepare for the real convention in July. Letters came from the States not personally represented, and it appears to have been a real "Talkfest".

The sentiment is growing that the conventions will have to become biennial instead of annual, with regional meetings on the odd year. That would give us all a much better opportunity to attend the big conventions, and yet keep more closely in touch with the work through regional contact.

While criticism of some of our methods was plentiful, and many suggestions made, it was recognized that for so young an organization we have made splendid progress, and that especially have we scored success in the financial handling of the national organization.

Let's have more regional meetings, confer with those in our neighboring states, and discuss our ambitions for the national and for ourselves. Then let's get together with our very near neighbors in our own state as often as we can, and try to put some of our ideas into effect right here. Then we'll have a real contribution to take to the national.

—o—

THE CHIMPANZEE

Children, behold the Chimpanzee:
He sits on the ancestral tree
From which we sprang in ages gone.
I'm glad we sprang; had we held on,
We might, for aught that I can say,
Be horrid Chimpanzees today.

Oliver Herford.

"The time will come," shouted the speaker, "when women will get men's wages."

"Yes," said the little man in the corner; "next Saturday night."—Good Hardware.

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Custom made confining garments appeal io discriminating women. Therefore, let your next corset, corselet or belt be a NuBone made to measure garment
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Sacramento, California.

BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Five | Oakland, California, April 9, 1928 | Number Sixteen

THE BUSINESS AND PROFESSIONAL WOMEN *will enjoy*

Remar Cake

WHICH, WE ASSURE THEM, IS THE FINEST CAKE THEY EVER BOUGHT

Try One Today

Golden Sheaf Remar Co.

He that never changes his opinion never corrects any of his mistakes.

LUNCHEON

Thursday, April 12, 1928 — 12:15 p. m.

50 CENTS THE PLATE

Round Table Speakers

MRS. ELISA F. HOFFMAN
Secretary at Highland Hospital

and

MRS. JOSEPHINE HOLLY
Employment Manager
for
Whitthorne & Swan

Phone Oakland 1470 for Reservations

HAWAII THE BEAUTIFUL

On Wednesday evening at 8:15, Philip C. Hall, lecturer, singer and traveller, will give an illustrated lecture on Hawaii. Mr. Hall was born is Hawaii and knows his subject.

A special tour for Women's Club Members and their friends is being arranged and the Hawaii Women's Clubs extend a special invitation.

The lecture will be given in the Club Auditorium and will be free.

HOLDING COMPANY

Rummage Sale

April 11, 12, 13, 14
at
940 Broadway
ANNA IHRIG, Chairman
Phone
Alameda 3892-W

ON WITH THE DANCE

Friday evening the 13th — what a combination! It's a good time to dance and be merry at the Holding Company Dance in the Club ball room. Fifty cents per person.

—o—

BOOK REVIEW

Postponed one week, to Saturday, April 21st, at 2 o'clock, owing to the absence of several members of the section.

BUSINESS WOMENS HERALD

Official Publication of the

BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

Laura E. Pinkston....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. — OAKLAND 1470

Issued every Monday in the interests of the Business and Professional Women's Club
Subscription Price $1.00 per year

Entered as second class matter, Jan. 17th, 1927, at the post office at Oakland, California, under the Act of March 3, 1879.

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Vice-President.....Mabel Saylor
Rec. Secretary.....Jennie E. Reid
Cor. Secretary.....Alice Osborne
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Miss Emma Palmer
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Martha Holmes
Freda Smith
Jean Baird
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Health.....Dr. Minora Kibbe
Parlimentarian & Revision.....
.....Eloise Cushing
Roof Garden & Flowers.....
.....Dora Cooley
Hospitality .....Harriet Haas

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Elizabeth Clow.....Past Officers
Mary Barmby .....Book Review
Zannette Potter .....Philomels

JUNIOR SECTION

Viola Bocca .....President
Alice Moore .....Advisor

Oakland Crematorium and Columbarium
Mrs. Teresina B. Morgan, Mgr.
Howe and Mather Sts., Oakland
The Pioneer Institution of the East Bay

IN BLOSSOM TIME

It's O, my heart, my heart,
To be out in the sun and sing—
To sing and shout in the fields about,
In the balm and blossoming.

Sing loud, O bird in the tree;
O bird, sing loud in the sky!
And honey-bees, blacken the clover beds—
There is none of you glad as I.

The leaves laugh low in the wind,
Laugh low, with the wind at play;
And the odorous call of the flowers all
Entices my soul away.

For O, but the world is fair, is fair—
And O, but the world is sweet!
I will out in the gold of the blossoming mould,
And sit at the Master's feet.

And the love my heart would speak
I will fold in the lily's rim,
That th' lips of the blossom, more pure and meek,
May offer it up to Him.

Ina Coolbrith.

We reprint this lovely Easter poem by request.

BUSINESS WOMEN'S WEEK

The week of April 15th is to be National Business Women's week, participated by business women throughout the United States. It will be inaugurated in the East Bay by the Berkeley B. & P. W. Club of Berkeley on Sunday evening, April 15th, at the First Congregational Church in Berkeley. The pastor Rev. O. W. S. McCall will speak on the Business Woman.

On Tuesday evening the 17th the Richmond B. & P. W. C. will have a program in Richmond and on Thursday the 19th The Oakland B. & P. W. C. will entertain all the Women's Business Clubs of the city in the Club Auditorium.

Merchants of the city will feature displays for business women during the week. Bessie Gustason is chairman for the Oakland B. & P. W. C.

—o—

Usually the "cheap" things which lack quality are the "dearest" after all.

Ren Mulford Jr.

COAL ROAD USES ELECTRIC ENGINES TO PULL ITS TRAINS

Although the principal business of the Virginia Railway is the hauling of coal, it doesn't use coal in its locomotives. It find electricity cheaper and more satisfactory than steam. Powerful electric locomotives haul its trains over the Blue Ridge mountains. Electrification, it is asserted, has "resulted in economics amountaing to 57 per cent of the cost of operation by steam power."

Kitty Good Shop
FROCKS
COATS
New Things Everyday
100 Grand Ave., Oakland

AMONG OURSELVES

The cafeteria is closed during renovation but all regular club dinners and luncheon will be held as usual. Everybody come.

—

Anna Ihrig has returned from Brookdale and this week is devoting her time to the Rummage Sale. She asks one and all to get rummage and more rummage immediately. Phone her at Alameda 3892W. or to the Club Oakland 1470 if you wish things called for.

—

Bessie Gustason is back from a business trip to Los Angeles where she had a nice visit with her sister and our former Club member Esther Schneider.

—

Freda Smith sailed for Honolulu on Wednesday the 4th. It was a gorgeous moonlight night and Freda out on the bounding waves.

—

Every one was glad to see Dr. Grosso out on Thursday after several weeks absence.

—

At the business meeting on Thursday the club voted to renovate and redecorate the club rooms. Our club home as well as our own homes must be freshened from time to time. Part of the revenue for running the club is derived from catering, so it is a wise business move to make the auditorium and club room fresh and attractive.

—

Great Opportunity! A dictaphone in good working order, on sale at the Rummage Sale.

—

Bessie Wood Gustason reports a most interesting day last week in Ceres, near Modesto, when twenty "schoolgirls" gathered to greet one of their class visiting there from Canada. Another came from as far south as Riverside. Can't you imagine the reminiscences? How many of us are in touch with our early classmates now?

—

If you notice a kind of scary look on some of our retiring officer's faces, don't worry; it's just anticipation of the initiation into the P. O's. Those who were the victims last year are on the "welcoming" committee.

HOTEL OAKLAND

where guests are assured every first-class Hotel Service *combined* with comfort.

Unexcelled Cuisine Convenient Location

Reasonable Rates

Management W. C. JURGENS

JUNIOR JOTTINGS

Bear in mind the special social tomorrow evening, April 10th, at 8:00 P. M. sharp. Our guests will be prospective members and also the Alameda Chapter of De Molay. Many surprises are in store for those attending, so plan to come and not miss the fun.

Remember that April 27th is the date for our Sport Dance.

If anyone knows of any changes of addresses of people on the dance bid mailing list kindly phone, H. Bakewell, at Glencourt 244.

Harriet Bakewell,
Pub. Chairman

—o—

THEATRE PARTY MAY 3rd

Carrie Kennedy and her Activities Committee are already busy as bees placing tickets for the Theatre Party at the Fulton on May 3rd. Business men have long realized that the greatest relaxation is obtained in going to the theatre, and now business women are making the same discovery. So here's a fine opportunity for mutual benefit, to the individual member and to the club. Marjorie Rambeau is a splendid drawing card, and we are assured of a good play. So if you're a regular attendant at the Fulton, buy your tickets that week at the club; and if you only go "on occasons", let that evening be the occasion.

AN OLD LEGEND OF THE CREATION

When the creation took place four men stood by as spectator. When it was finished one said, "How did you do it?"

And the Creator said, "Go and find out." And that man went out and became a scientist.

The second said, "What is it for?"

And the Creator said, "Go and find out." And that man went out and became a philosopher.

A third said, "Give it to me."

And the Creator said, "Go out and get it." And he went out and became a business man.

The fourth was filled with awe and fell down and worshipped the Creator, and the Creator said, "Because thy soul burneth within thee thou shalt create beauty." And he went out and became the artist. — From the Scrap Book of Harry F. Henderson.

COPPER SHOP

A Shop of Original Gifts

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Novelties

Mrs. B. G. Whitaker

Franklin at 19th St.; Oakland

CALENDAR

APRIL 12—ROUND TABLE LUNCHEON.
APRIL 13—HOLDING COMPANY DANCE.
APRIL 19—RECEPTION to all Business Women's Clubs for Business Women's Week.
APRIL 26—DINNER.

Junior Section, first and third Tuesday evenings. There will be a special social for propective members.

Dramatic Section, Tuesday evenings at seven o'clock.

Book Review Second Saturdays, 2 P. M.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 12, 1912.

Of Business Women's Herald, published weekly at Oakland, Calif., for April 1, 1928, State of California, County of Alameda, ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Laura E. Pinkston, who, having been duly sworn according to law, deposes and says that she is the Managing Editor of the Business Women's Herald, and that the following is, to the best of her knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations.

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher Business & Professional Women's Club, 1608 Webster Street; Editor and Managing Editor (Mrs.) Laura E. Pinkston, 2932 E. 16th Street; Associate Editor (Miss) Bird M. Wilson, 315 E. 19th Street.

2. That the owner is:

Business & Professional Women's Club, an incorporated body, a non-profit organization, having no capital stock; the officers of which are: Pres. Mary Barmby, 20 Hillcrest Rd., Berkeley; Vice-Pres. Mabel Peterson, 2700 Washington St., Alameda; Secy. Alice Osborn, 1042 Excelsior Ave.; Treas. Ida G. Swift, 2817 Ellsworth St., Berkeley.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are none.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

LAURA E. PINKSTON,
Editor and Business Manager.

Sworn to and subscribed before me this 28th day of March, 1928.

(Seal) DORA E. COOLEY, Notary Public.
(My commission expires March 19, 1930.)

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Volume Five | Oakland, California, April 16, 1928 | Number Seventeen

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Chiffon Frocks

—are the fashion for they make madam look her best—they are flattering, feminine, softening and above all, smart. Lovely new color tones, palma, violet, wisteria blue, daffodil and fuchsia offer delightful contrast to the warmer shades, either printed or plain.

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A SAFETY PROVERB: It is better to work for the prevention of miseries, than to multiply places of refuge for the miserable.—Diderot.

CALIFORNIA STATE LIBRARY

We will Celebrate

National Business Women's Week

Wednesday, April 18, 1928—8 p. m.

Open Meeting. No Charge.

ANNETTE ABBOTT ADAMS
Former Assistant U. S. Attorney
will tell us of laws business women should understand.

WHAT IS THE BEST TRAINING FOR BUSINESS WOMEN?
Discussion, led by MIGNON HARMON
of the Oakland School Department
and DORIS CRAWFORD
of Montgomery, Ward & Co. Employment Bureau

GRACE BORROUGHS, Artist Dancer
will speak on dancing around the world, with interpretations of some of the Old World dances

This is a program filled with good things.
Let us hear of the distinction between college and high school training for business women.
Let us learn our legal status.
Let us respond to the artistic and beautiful.
Tell your friends about it.

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OUR WEEK.

At the convention in Oakland last July the National Federation authorized the observance of a "National Busintss Women's Week" from April 15th to 22nd, and in accordance with that suggestion, programs have been arranged by all the clubs in the Federation for that week.

Our own meeting will be held on WEDNESDAY evening, the 18th (note the change from Thursday), at 8 o'clock, with no charge of admission.

The program will contain varied elements of information, interesting discussion on training for business, expert legal advice, and cultural and artistic features. We will touch the "high spots" in each line.

The week will start with Sunday, as Good Will Day, which the Berkeley B. P. W. Club will feature by attending the First Congregational Church in Berkeley in the evening, where the Rev. O. W. S. McCall will speak on the business woman.

Tuesday will be observed by the Richmond Club at a civic dinner, in which the B. P. W. Club of Martinez will join.

The Alameda Club will observe Friday with special advertising features, and the San Francisco League of B. P. W. are broadcasting daily special talks by business women, with a dinner on Tuesday evening.

On Thursday Florence Stahl with others of the San Jose Club will come by aeroplane to Oakland, to extend an invitation to the garden city by business women.

Splendid cooperation is promised by the merchants in their displays during the week.

So this week we are as one with all the clubs affiliated with the National Federation, 50,000 business women projecting their aims and ideals for "better business women" upon the screen of the public mind.

Let us each do our part to make this, our first attempt, a success.

JUNIOR JOTTINGS

Tuesday, April 17, the regular business meeting will be called to order. Following the business Mr. George Posey, Alameda County Surveyor and Engineer of the Oakland-Alameda Estuary Tube, will speak on the tube. This should prove to be a very interesting meeting and the president is desirous of a large attendance.

The special social, of last Tuesday evening, was indeed a success. Our guests for the evening were prospective members and members of the Alameda Chapter of De Molay. Stunts by the De Molay were put on and some of our members displaqed their talents for dramatic art by giving two very amusing playlets. Bridge and dancing were enjoyed during the evening.

Remember the Sport Dance is April 27th.

Harriet Bakewell,
Pub. Chairman.

EXTRA! EXTRA!

As we go to press news comes that Whitthorne & Swan will turn their entire store over to be run by women on Wednesday in observance of Business Women's Week. Our member Josephine Holly will be Superintendent; Frances Bailey, Store Manager; Mary Keller, Merchandise Manager and Mary Kell, Advertising Manager.

Every department will have a woman head.

—o—

BOOK REVIEW

Next Saturday, the 21st at 2 o'clock.

Claudine Detoy will tell us of current events.

Mr. Will Garrett of Sather Gate Bookshop and Jean Baird, of the County Library will review some of the latest books.

Another treat assured.

AMONG OURSELVES

The Round Table luncheons are becoming more and more interesting, as the life stories of our members are unrolled; and truly the silver screen presents no more thrilling situations, or happy endings to hard struggles than these narrations disclose. Mrs. Hoffman is a pure Alameda County product, born in Hayward, and the story of her rise from $3 a week to Secretary of the big Highland Hospital, with great responsibilities, held us enthralled. Josephine Holly said she had nothing so thrilling as former speakers, and then took us right into the picturesque life in section-houses and railroading in general, working her way through business college, and the various kinds of employment until she found her own niche as head of the Employment Bureau at Whitthorne & Swan's. And from her own richness of experience she gives so understandingly in solving the problems of those who come to her. Truth is surely proving far more interesting than fiction.

—

Josephine Swan White had a nasty fall on Wednesday, but fortunately came out of it after a few hours suffering, smiling as ever.

—

As the Herald goes to press the Rummage Sale was doing a rattling business with Anna Ihrig in command.

—

The P. O.'s decided to keep the expectant initiates on tenter hooks a little longer, and so, after a jolly dinner and an astounding psycho-analysis of the group last Wednesday evening, adjourned to the auditorium to enjoy "Beautiful Hawaii". But just wait till the next meeting! ! !

—

Our theatre party on May 3rd will give the last chance to enjoy the art of Marjorie Rambeau for this season, as that is her closing week. Get your tickes early. Carrie Kennedy, Oakland 847, will be glad to accommodate you.

—

Dear Laura Pinkston the ever willing worker is forced to spend the week in bed with illness which we hope will very soon take its leave. And for all sins of omission and commision in the Herald this week the Asosciate Editor asks your forgiveness.

—

Our President, Mary Barmby, with our Vice-President, Mabel Saylor, attended the installation dinner of the Hayward B. P. W. C. last Wednesday evening. They report a delightful affair. —and many men attending.

—

Miss Barmby says the State Convention of Librarians in the South was extremely interesting, and one evening's entertainment given by California writers in person. Jean Baird is still conventioning, and visiting in Fresno.

—

Suzanne Chalmers started out with the party, but proved fickle, and toured the South with another group, testing all the orange orchards from here to San Diego. Nothing was mentioned about Tia Juana.

—

Bess Clow has also been a runaway to the Ben Lomond country. How is it vacations are coming so early?

—

We regret to hear that one of our members, Mrs. Annie E. Logan, has been quite ill, and is still confined to her home. May she soon be restored to health.

Special Invitation to Club Members

MRS. A. M. JESSEN

Representing

ARLINGTON JAMES AND COMPANY

Manufacturers and Distributors

AMERICA'S FINEST BED COVERINGS

invites you to a Special Exhibit

Wednesday and Thursday, April 18-19

Hotel Oakland

Showing

Silk Comforters, Chaise Longue and Day Bed Coverings, Silk Spreads and Fancy Pillows, Motor Robes, Travel Sets and Boudoir Novelties.

DON'T MISS THIS EXHIBIT

A JUNIOR ON THE GOOD WILL TOUR

Alice Bouchet, past president of our Juniors, is going to France with her family this year, and will run over to London (or probably fly over) to attend the dinner given by prominent British women to the business women making the Good Will Tour from the United States.

Reports come to Mrs. Guber that 25 of the 50 members permitted to join this party have already signed up. Oakland should be well represented in this first tour of business women to foreign lands, to become acquainted with the business women of the Old World, and through mutual interests and better understanding to weld a new and stronger link in the chain of international friendship that shall insure a lasting peace.

The Busanpro Club in Los Angeles will celebrate Business Women's Week with an address on "The Turkish Woman in Business and Civic Life". Can you imagine the ladies of the harem already going into business? The next Good Will Tour of business women will probably extend that far, and so on around the world, for the women of other countries are rapidly awakening to the opportunities we have, and are anxious to follow our lead in business and the professions.

CALENDAR

APRIL 19—RECEPTION to all Business Women's Clubs for Business Women's Week.

APRIL 26—DINNER.

Junior Section, first and third Tuesday evenings. There will be a special social for propective members.

Dramatic Section, Tuesday evenings at seven o'clock.

Book Review Second Saturdays, 2 P. M.

MEET THEM IN THE AIR

What fun, to meet the San Jose girls at the Airport Thursday next at 12:30, when they swoop down from the air. Alameda B. P. W. will be there. Here's hoping many of us can be, also.

—o—

Take note of the advertisement of our valued member, Addie Jessen, in this issue. She is starting out for herself in a new endeavor. Here's wishing her success.

—o—

YOUR CLUB

A recent issue of a San Francisco paper asked the club women of the city "What are you going to be in your club?" Are you going to be:

"An Attender or an Absenter?
"A Pillar or a Sleeper?
"A Wing or a Weight?
"A Power or a Problem?
"A Promotor or a Provoker?
"A Giver or a Getter?
"A Goer or a Gadder?
"A Doer or a Deadhead?
"A Booster or a Knocker?
"A Lifter or a Leaner?
"A Supporter or a Sponger?
"A Soldier or a Slacker?"

A little self-examination, once in a while, is a wholesome practice. Let us, therefore, ask ourselves, "What am I doing now?" "If every Club member did as much work as I am doing, what kind of a Club would there be?"

"Would it be a growing, vigorous organization, or would it be static and weak?"

—o—

STRIFE

Aren't you feeling well?

No, I ate German noodle soup and French fried potatoes for supper and they won't arbitrate.
—Lehigh Burr.

ART AND HEART

"That great and good woman, Ernestine Schumann-Heink, has given her $250,000 home at Grossmont, California, to the disabled veterans of the World War, for use as a "rest camp."

"There you have an act that helps to explain why Schumann-Heink's singing has been for years the vocal marvel of our age, and why, in her late sixties, she still can thrill her audiences as no other singer now alive. It is because she has never sung a note that did not come from a great, human, generous heart.

The difference between such an art and that of the mere human songbird is the difference between human love and acrobatics."
—Examiner.

—o—

Don't worry about the next generation being soft. Look at the bond issues it will have to pay off.
—Waco News-Tribunt.

Emilie J. Edmonds
Face and Scalp Specialist
Reserves Hours 5 to 7 for Business Women
1444 San Pablo Ave.
Third Floor
Lakeside 1536

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If we haven't what you want—we'll get it
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Sacramento, California.

BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Five | Oakland, California, April 23, 1928 | Number Eighteen

THE BUSINESS AND PROFESSIONAL WOMEN

will enjoy

Remar Cake

WHICH, WE ASSURE THEM, IS THE FINEST CAKE THEY EVER BOUGHT

Try One Today

Golden Sheaf Remar Co.

People will sit up and take notice of you if you sit up and take notice of what makes them sit up and take notice.

DINNER

Thursday, April 26, 1928 — 6:15 p. m.

HAMILTON WOLF

Lecturer on Modern Art at the University of California, and one of the Governors of the Oakland Art League, will speak to us on

Modern Tendencies in Art and the Field of Commercial Art

Mr. Wolf is not only a lecturer, but an artist of note. He was one of the exhibitors in the much talked-of exhibit at Mills College recently, and his paintings alone comprised an exhibition at the Beaux Arts in San Francisco.

Phone Oakland 1470 for Reservations.

THEATRE PARTY

The date is nearing, May 3d. Of course you have bought your tickets, but don't forget to exchange them for reserve seats on Thursday, April 26th, or as soon as possible thereafter. Marjorie Rambeau is the attraction, and is soon to leave us. You will have a double joy, in an entertaining evening, and adding to our treasury.

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Official Publication of the

BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

Laura E. Pinkston....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. — OAKLAND 1470

Issued every Monday in the interests of the Business and Professional Women's Club
Subscription Price $1.00 per year

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Vice-President.....Mabel Saylor
Rec. Secretary.....Jennie E. Reid
Cor. Secretary.....Alice Osborne
Treasurer.....Ida G. Swift
Auditor.....Faye Otis
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Executive Secretary
1608 Webster St., Oakland 1470

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Finance.....Suzanne M. Chalmers
Service Clubs.....Carrie E. Hall
Music .....Elsie Cross
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Health.....Dr. Minora Kibbe
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.....Eloise Cushing
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.....Dora Cooley
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JUNIOR SECTION

Viola Bocca .....President
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Oakland Crematorium and Columbarium
Mrs. Teresina B. Morgan, Mgr.
Howe and Mather Sts., Oakland
The Pioneer Institution of the East Bay

BUILDING BETTER.

This is Better Building Week, and it is our privilege to join in the movement for better homes, better buildings in our city everywhere, a better Oakland.

In building a home we build for permanency; we build for convenience and comfort in living; we build for harmony of design and beauty of architecture. We build not only for our own families, but for our guests, and the stranger we may welcome within our doors.

And so in building a city, we build for permanence, for practical use, and if possible, for beauty.

And as the exterior of a home is an index to the type of people who live therein, so a city exemplifies its citizens. If it is a community of honest and fair dealing people, it will be permanent and endure. If it is governed by efficient and progressive officials, unselfishly serving the common good, it will be a practical success. If it provides an opportunity for culture and education for all within its borders it builds for beauty, that inner beauty of the mind which molds each outward expression.

It is the human effort, combined and cooperating, inspired by the desire to serve humanity, that builds always better and better, whether the structure be a character, a home, or a city.

Let us build better and better, in our lives, our homes, our club, our city.

JUNIOR JOTTINGS

Elaborate plans have been made for the Sport Dance on Friday, April 27th. Dorothea Ahlers and her committee have some delightful surprises planned.

The club enjoyed a most interesting talk illustrated with slides by Mr. Geo. Posey, County Surveyor, on the Estuary Tube, last Tuesday.

News has reached us that our member, Violet Fisher, is now wearing a lovely diamond on the third finger of her left hand. Congratulations, Violet.

It is hoped that Thanet Mellick recovers very quickly from her illness.

Remember the Sport Dance, April 27th.

Harriet Bakewell
Pub. Chairman

—o—

CONVENTION

First annual convention of the State League of B. P. W.C. Saturday, May 26th. Save the date. At our own Club House.

BUILDING FOR SUCCESS

Surely some workman has builded
The pillar as well as the spire;
Surely men dug in the ditches
Preparing a place for the wall—
And some one has made with her stitches
The flag that shall fly over all.

Someone has blended the plaster,
And someone has carried the stone;
Neither the man nor the master
Ever has builded alone.

Making a roof from the weather;
Building a house for the king;
Only by working together
Have men accomplished a thing.

All have a share in the beauty;
All have a part in the plan;
What does it matter what duty
Falls to the lot of a man?

Each has a hand in the building;
No one has builded alone—
Whether a cross he was guilding,
Whether he carried the stone.

Anon.

AMONG OURSELVES

Our President, Mary Barmby, announces the appointment of the following chairmen of committees:

House, Isabelle Dingwall; Decorations, Anna Ihring; Finance, Suzanne M. Chalmers; Service Clubs, Carrie E. Hall.

—

Taft & Pennoyer honored Business Women's Week with a very dignified and lovely poster in a prominent window.

—

My, but doesn't it smell fresh and clean with paint and everything at the Club House.

—

Business Women's Week is past, and its varied observances around the bay are blended in our memories like a ribbon of rainbow hues, each beautiful in itself, and the whole a wonderful promise for the business women of the future. Each club arranged a noteworthy celebration, varied in character, and productive of good.

At our own meeting on Wednesday evening the San Leandro Club assisted by sending two lovely singers to entertain the audience.

Annette Adams stirred us to new interest in the laws which every citizen should know about, in her helpful and entertaining talk.

We were made to see the position of the High School girl just starting out to seek her first position, as never before, through the description of Mignon Harmon, and received a new idea of how to be of service as business women of experience.

The magnitude in scope and multitude of detail in a large enterprise like Montgomery Ward & Co. were a revelation, indeed, as told by Doris Crawford. They find a place for every woman of every age, without any training but the home, and clear through to a college degree, it would seem.

And the finished artistry of Grace Borroughs and her charming group of pupils took us completely away from the rushing, whirling present, to the leisurely, graceful, romanticism of the old French courts.

A very satisfying program, containing meat and drink, and all the "fixin's".

HOTEL OAKLAND

where guests are assured every first-class Hotel Service *combined* with comfort.

Unexcelled Cuisine Convenient Location

Reasonable Rates

Management W. C. JURGENS

Congratulations to the women of Whitthorne & Swan'. By their enthusiasm and their splendid team work they more than doubled the sales ordinarily anticipated from the day, on "Business Women's Day."

—

Anna Richardson has been quite ill for several weeks, but we are glad to report improvement coming now.

Laura Pinkston is still confined to her room, but so much better that she can see visitors, 2932 E. 16th St.

—o—

DIRECT FROM THE AIR

"Business & Prof. Women's Club
Oakland, California.
Ladies:

Through the courtesy of Miss Florence Stahl, your national chairman and Miss Eleanor Helwig, who accompanies her on her air visit to your meeting to-day, the Executive Committee of San Jose's third Fiesta de La Rosas invites you to attend our third annual floral celebration, May 18 and 19 in San Jose.

This celebration dedicated to the beauty of California's glorious springtime, consists of a most interesting two-day program. On both afternoons the San Jose Flower-lovers Club will provide a beautiful flower and garden exhibit in the Quad of the State Teachers' College.

On both evenings the Teachers' College will present a colorful production of "The Piper", the play made famous through winning first prize at the Shakespeare memorial at Stratford-on-Avon.

On Saturday afternoon, we offer the crowning feature, the grand floral parade consisting of magnificent float presentations decorated entirely with fresh flowers. This is one of the most colorful and beautiful parades to be witnessed anywhere in the world.

We hope you can be with us on both days of our celebration, and at least that fortune will favor you by making your attendance possible on Saturday afternoon to witness this magnificent floral spectacle.

Sincerely,
Alvin Long, Chairman."

A large number of members of Alameda B. P. W. C. were at the Airport last Thursday noon to greet the girls from San Jose, while some 12 or 15 of them went forth in airplanes to meet them in the air. A goodly number were present from Oakland, Berkeley, and Richmond clubs. It was a real thrill, even when standing steadily on land. Gayly decorated automobiles took the party to Hotel Alameda, where luncheon was served, and greetings extended from the Mayor, City Manager, and others of note.

Truly, the Alameda women "know how", and always carry out in a splendid manner whatever they undertake.

CALENDAR

APRIL 26—DINNER.
MAY 3—BUSINESS MEETING.
THEATRE PARTY.
MAY 10—DINNER.
MAY 11—DANCE.
MAY 18—ROUND TABLE LUNCHEON.

Junior Section, first and third Tuesday evenings. There will be a special social for propective members.

Dramatic Section, Tuesday evenings at seven o'clock.

Book Review Second Saturdays, 2 P. M.

THE NEW BIRTH

Low in the meadows and high on the hills,
Earth with the rapture of creation thrills:
Small things are stirring in low, earthy bed,
Nested buds swelling with rapture, o'erhead;
Lyrics from out the green walls of the trees,
Whispers from grasses that stir in the leas,
Murmurs that lift from the palpitant sod,
Merge in a paean of glory to God!

—Wright Field.

—o—

SAVINGS DOUBLE UNDER PROHIBITION

New York—Savings deposits have more than doubled in the last 10 years, according to George L. Woodard, president of the Savings Banks division of American ankers' Association. The total deposits in savings in the United States is forty-eight billion dollars, with more than half of such depositors concentrated in ten New England and middle Atlantic States.

—o—

EVER ROAMING AND SEEKING

"How did Jones become such a victim of wanderlust?"

"Oh, from years of constant searching for a place to park his car."

—o—

THE REASON

"Why do you suppose he wears his hat down on his nose?"

"Well, it makes it easier to talk through both."

THE SECRET OF DRESS

Sad news comes from Karachi. The King of Afghanistan arrived there recently, and the women in his suite administered a severe shock to the reception committee. They were dressed, apparently, in the latest Parisian fashions, with short skirts and silk stockings, and the Queen is described as having the airs and graces of a London society beauty. When will women learn that distinctiveness is the real secret of dress Let the average woman follow the fashions if she wishes to. But let the woman with the exceptional face or coloring, the woman with a style of her own, dress to please herself, to enhance her individual dower of beauty, without the slightest regard to what her less fortunate sisters may be wearing. So too, with nations.

The people who abandon their national costume to be "in the fashion" are generally out of it. With clothes, as with cooking, internationalism and mass-production are the enemy. Give us the woman and the nation who follow their own styles — in other words, women and nations with the courage to be themselves.—London Daily Express.

—o—

APPARENTLY NOT

A Paris milliner claims to have designed a hat which will suit every type of woman's face and head. The Passing Show says that he can't know much about woman if he expects them to wear a hat like that!

PORTLAND, Ore.—The daily newpaper, serving as the basis for a lesson in English and Americanization at the same time, is the first text placed in the hands of Portland's night schools for the foreign-born

Portland newspapers furnish the 600 papers which are placed on the desks of students in citizenship classes at 7 o'clock on the three school nights of the week. Under the direction of teachers, half an hour is spent in newspaper study. Headlines, with their bold type and concise statements, are the first consideration in new classes. Advertisements with their pictures constitute an up-to-date primer.

"When the alien is taught to read our newspapers, he is taught to think as we think," stated A. M. Gray, superintendent of night schools. "If he can read our papers, he can get his own information and can draw his own conclusions. He does not have to depend upon the knowledge and interpretation of someone else. He has made a long stride toward becoming a desirable candidate for American citizenship."

—o—

Cyrus Hermann Kotzschmar Curtis (publisher of the Ladies' Home Journal, Saturday Evening Post, etc., etc.) uses pretty girl covers for his magazines. Such covers are usually inspired by pretty models. Such a model is Miss Peggy Burns of Philadelphia, Pa., who last week on her 21st birthday inherited $500,000 from her grandfather. Said she: "I am not going to quit work. I like my work." One of her first acts after receiving the inheritance was to collect $100 from an artist for posing for the cover of the current Ladies' Home Journal.

COOLEY & PARKER

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Phone Lakeside 1341

Milton J. Ferguson,
State Librarian,
Sacramento, California

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TO-DAY

With every rising of the sun
Think of your life as just begun.
The past has cancelled and buried deep
All yesterdays. There let them sleep.
Concern yourself with but to-day.
Grasp it, and teach it to obey
Your will and plan. Since time began
To-day has been the friend of man.
You and To-day! A soul sublime
And the great heritage of time,
With God himself to bind the twain.
Go forth, brave heart. Attain! Attain!

W. Lightfoot Bennett.

—o—

FROM OUR EXCHANGE

The Vancouver Business woman says, "It's a toss up which the world needs most—people who will do things without being told or people who will do them when they are told.

A wise man will pick up a good suggestion even though a fool may have dropped it.

SANBORN'S FLOWER SHOP

410 - 13th St.

Opposite Tribune Tower

Everybody Likes Sanborn Service

May Day Breakfast

Thursday, May 3, 1928 — 7:30 a. m.

75 Cents

Guests of Honor

Twenty Mexican Members of the International Educational Association

Now Touring California

also

MISS M. de NEALE MORGAN

One of California's Celebrated Artists and Member of our Club
Whose Beautiful Painting,
Her Gift to the Club, will be Unveiled

May-pole Dance — — — By the Juniors

Music

Whistling Solo, ELEANOR MAROLF

Reservations must be in Tuesday afternoon May 1.

Phone Oakland 1470 for Reservations

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WE ARE STEPPING OUT

In making of ourselves "better business women for a better business world" it is quite as essential to provide a breadth of knowledge and an acquaintance with the arts as to secure special business training and acquire healthy bodies; a fine balance between the cultural and the practical.

And each set of officers that has managed the affairs of our club has desired to bring to the members many of those things which in the lives of busy business women are crowded out. In the programs at luncheons and dinners much has been done in this regard, but now another step is taken, and that is, to substitute for one of the dinners each month a lecture or other program by notable professionals, at a price which will cover expenses and yet be less than a dinner, and about the cost of a "movie".

How often have we looked longingly at the programs of other organizations scheduled for daytime hours when we were too busy to attend; and how many interesting features in the world of literature and drama and current events have we been cut off from enjoying because they came at inopportune times or were prohibitive in price.

So we are to begin a series of good things in our own auditorium under conditions available to all members.

First, on Wednesday evening, May 9th, Aline Barrett Greenwood, noted lecturer, reviewing world affairs. This is the only evening available to us until next October, so much is Miss Greenwood in demand.

Next, on June 7th, Thursday evening, the talented Dorothy Crawford, will give us clever monologues and original songs.

And, omitting the vacation month of July, on August 23rd, we will welcome Selena Lewis in a reading and discussion of the play, "Lazarus Laughed". This is Eugene O'Neill's latest, and has set the literary and dramatic world afire.

A season ticket for the three events may be obtained for $2. Single tickets $1. Tickets are interchangeable on the different evenings.

Other series will follow. Our privileges as club members are surely multiplying. Congratulations on our adventures into a new land of promise and delight.

NEW BOOKS IN OUR LIBRARY

The following have just been purchased and are available to club members on club meeting days: Wintersmoon, by Walpole; The Meaning of a Liberal Education, by Martin; The Deluge, by S. Fowler Wright; Singing in the Rain, by Anne Shannon Monroe; The Gallant Ladies, by Cameron Rogers; Safari, by Martin Johnson; The Break-up, by Esther Birdsall Darling; Lazarus Laughed, by Eugene O'Neill, and Disraeli.

DON'T TRY TO CHEAT YOURSELF

There are any number of ways of putting one over on your employer, if that is your idea of being clever. But there is one fellow you cannot cheat —and get away with it—and that is yourself.

Your employer may hire you for what he hopes you will do, but the time is not far distant when you will be measured by what you have done, and unless you are absolutely square with yourself you will be stringing along with those who never will arrive.

AMONG OURSELVES

Dr. Shields and Miss Woodall, of the Berkeley Club (and Treasurer of the State League) drove down to Morgan Hill a week ago , to visit the newest club in the League. They report a very splendid meeting, quite a large membership of enthusiastic women, and a fine time generally.

They started out again on Tuesday last to visit the clubs in the South, and would assist in the organization of a club at Gilroy, of which Mabel Graham, the daughter of our own Mrs. Graham, is President, we understand. We wish we were a little nearer, that we might all meet with our club sisters oftener. Perhaps in the days of flying we can soon do so.

—

It's mighty good to see Jessie Eckles regularly at the Book Review. She's still an Oaklander, we know, even though living in San Francisco.

—

The Book Review last week included some unexpected featurs. Claudine Detoy always gives us a fine outline of current events. Mr. Garrett's review of The Bridge of San Luis Rey, Wintersmoon, and Disraeli was quite the treat that it promised to be, and we shall read those books far more understandingly because of it. They are all in our club library, by the way.

Jean Baird presented in her place Mrs. A. H. Taylor, of San Francisco, who described in a very delightful and finished manner "The Silver Cord", one of the outstanding plays in New York last year, by Sidney Howard, a successful writer of plays, and of the University of Californ'a, a Berkeley boy.

Then Hazel Steen showed us some beautiful Frnch etchings sent to her by a friend in Paris. We are going to have the privilege of purchasing these lovely things at very reasonable prices, through Hazel's efforts.

—

Beatrice St. John, our accompanist for Community singing gave two beautiful piano numbers at the dinner Thursday evening.

—

Breakfast at 7:30 Thursday morn ng at the Club. Ch,.....! But it will be worth it and all over in time for business. Everybody come.

—

Hamilton Wolf, lecturer on Modern Art at the University of California, gave a most interesting talk on that subject at the club dinner last Thursday evening. He stated that art must express spirituality and stir the imagination and that this is the aim of Modern Art. He showed with pictures and posters how it is really being done, also how it is being applied to commercial art which affects nearly every phase of modern life.

"Modern Artists," said Mr. Wolf, "are working as painstakingly and seriously as ever did the academic school and much will grow out of their work. Over-sophistication brings decline but modern art is tending to the primitive to build on a firmer base and is making for progress."

Chaplain Frederick K. Howard of the Seaman's Church Institute in San Francisco is placing libraries on ships of the Merchant Marine. These books are gathered by the California State Library Association and turned over to the Institute for distribution. They placed almost 77,000 volumes on ships last year. More books are needed each year as about 40% wear out. Of the 20% that are not returned by far the largest number are Bibles, the New Testament and the Common Prayer Book.

The books go to the seven seas and tons are sent to Alaska each year to be used on the fishing fleets during the season, then are left to be distributed among the mining camps and fishing villages.

Every book is stamped "From Friends in California."

"A good library on shipboard encourages worthwhile boys to go to sea," said Mr. Howard, "and these are the boys who train to become the officers and Marine engineers, we must have if we are to keep our Merchant Marine."

He made a plea for books we have read and liked. They may be left at any library or at the club, where they will be taken in charge by Miss Barmby.

Annie Woodall, of Berkeley, Dr. Shields and Bessie Wood Gustason of our own club, visited with the Palo Alto club last week, discussing national federation. We remember gratefully the assistance of the Palo Alto club in entertaining the national delegates last year at Stanford University.

—

The P. O.'s will picnic at Dora Cooley's country home in San Ramon Valley next Sunday. The country is at its loveliest, and even the threatened initiation will lose some of its terrors amid such beautiful surroundings.

—

A lovely birthday party given by the San Leandro club last Saturday evening was enjoyed by some of our members.

—o—

THEATRE PARTY MAY 3d

The play will be "Cheating Cheaters", a play of note, with Marjorie Rambeau in the lead. Take your club tickets and make reservations at the Fulton Theatre without delay. This is our first theatre party for a long time. Everybody come. Send in returns from tickets to Mrs. Kennedy.

—o—

WOMAN

Dr. Kibbe sends us the following:

She's an angel in truth, a demon in fiction; a woman's the greatst of all contradiction. She's afraid of a cockroach, she'll scream at a mouse, but she'll tackle a husband as big as a house. She'll take him for better, she'll take him for worse, she'll split his head open and then be his nurse, and when he is well and can get out of bed, she'll pick up a teapot and throw at his head. She's faithful, deceitful, keensighted and blind; she's crafty, she's simple, she's cruel, she's kind; she'll lift a man up, she'll cast a man down; she'll make him her hero, she'll make him her clown. You fancy she's this but you find she is that, for she'll play like a kitten and bite like a cat. In the morning she will, in the evening she won't, and you're always expecting she does—but she don't.—Kalends of the Waverly Press, American Medicine, New York.

CALENDAR

MAY 3—MAY BREAKFAST.
MAY 9—GREENWOOD LECTURE.
MAY -0—DINNER.
MAY 11—DANCE.
MAY 17—ROUND TABLE LUNCHEON and BUSINESS MEETING.

Junior Section, first and third Tuesday evenings. There will be a special social for propective members.

Dramatic Section, Tuesday evenings at seven o'clock.

Book Review Second Saturdays, 2 P. M.

NATIONAL CONVTNTION NOTES

The last issue of the Pelican, the official organ of Louisiana Federation of Business and Professional Women's Clubs, states, "Members of the New Orleans Club will act as guides to delegates and guests on a walking tour through Old Vieux Carre during the Convention and in order to be fully informed on its historical spots, are now enjoying a course of lectures by Prof. S. Kendall, of Tulare University. Prof. Kendall is an authority on the history of New Orleans and the author of several books on the subject."

Evidently the New Orleans Club believes in preparedness. The Pelican told also of the recent visit of Lena Madesin Phillips, President of the National Federation, to New Orleans and gave this little report from one of her talks on that occasion. " 'It used to be,' said Miss Phillips, 'that when she traveled around visiting Clubs every place she went she was soon called aside and told that 'we have a peculiar situation here', meaning jealousies, factions, over-aggressiveness, too much credit or too little credit, personal publicity, etc. She quoted our wise friend Dr. Hatcher who said, 'human nature is very prevalent' and bade us go right ahead and always accept conditions as they exist, remembering that 'nobody can do very much to anybody else. You just need vision, faith, courage and endurance.' "

Doubtless that "peculiar situation" does exist in almost every aggregation of people just because "human nature is very prevalent" but Miss Phillips' advice on the subject is sound.

CLUB TO ENTERTAIN NOTED VISITORS

On Thursday morning the Club will give a May Day breakfast to the Mexican members of the Internation Educational Association who are visiting Oakland this week.

This commission is composed of ten women and fifteen men, all prominent in the educational field in Mexico. Will C. Wood, State Superintendent of Schools, is chairman of the committee in charge of the commission during their thirty days tour of the State. The Oakland Chamber of Commerce and the Board of Education are in charge of their entertainment during their four-day stay in the East Bay.

Their object is to further educational interest between the United States and Mexico. They are particularly interested in our public school system, the Parent Teachers Association, school architecture play grounds and libraries. They are also much interested in learning something about the home life of the country and for this reason they are being entertained in private homes, so far as possible, rather than in hotels. Members of our club have volunteered to entertain twelve members of the commission over Wednesday night and take them to the breakfast at the club on Thursday morning. Will any club member who can entertain one or more of these guests at her home over Wednesday night kindly get in touch with Bessie Gustason, Lakeside 49, immediately. Accomodations are needed for ten more.

It is a great privilege for our club to entertain these ambassadors of good will and a large attendance of members is desired to welcome them.

They will also be entertained by the Women's City Club, Mills College and other organizations.

PATRONIZE OUR ADVERTISERS—TELL THEM YOU SAW IT IN THE HERALD.

Emilie J. Edmonds
Face and Scalp Specialist
Reserves Hours 5 to 7 for Business Women
1444 San Pablo Ave.
Third Floor
Lakeside 1536

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CORSETIERE
Custom made confining garments appeal io discriminating women. Therefore, let your next corset, corselet or belt be a NuBone made to measure garment
Phone Oakland 7894 for appointment
MRS. S. J. FALES, dist. mgr.
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Volume Five | Oakland, California, May 7, 1928 | Number Twenty

The man who can never forget his own importance hasn't, as a rule, much to remember.

The Gray Shop

The Sports Mode
For Spring and Summer
1928

With the first Spring days out of town — sports, and sports clothes absorb the attention. In our collection we have assembled the smartest and most correct sport fashions . . . tailored, sleeveless frocks for tennis in white and colorful crepes . . the chic golf frock of imported knit fabrics . . New Prints, are gayer than ever!

16.50 to 65.00

Oakland 1502 Clay Street
Berkeley Univ. & Shattuck
Long Beach, California

PATRONIZE OUR ADVERTISERS—TELL THEM YOU SAW IT IN THE HERALD.

COPPER SHOP
A Shop of Original Gifts
MOTHERS' DAY
Sunday, May 13th
Send her a card
Mrs. B. G. Whitaker
Franklin at 19th St.; Oakland

DINNER

Thursday, May 10, 1928 — 6:15 p. m.

SPEAKER

Chief Standing Bear

Hereditary Chief of the Oglala Tribe of the Sioux Nation

Chief Standing Bear is the author of the fascinating book, recently published, "My People, the Sioux".

He was one of the first Indians to enter the Carlisle School, and has had the comprehensive experience of the tribal life of the Indians of former days, a modern education, and now a teacher and leader of his people.

A remarkable character, with a fascinating life.

Chief Standing Bear will be introduced by Mr. Harrison Leussler.

OUR DRAMATIC SECTION
Will Present an Amusing Play

Phone Oakland 1470 for Reservations

BUSINESS WOMENS HERALD

Official Publication of the

BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

Laura E. Pinkston....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. — OAKLAND 1470

Issued every Monday in the interests of the Business and Professional Women's Club
Subscription Price $1.00 per year

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The Pioneer Institution of the East Bay

IT IS WORTH WHILE

Sometimes, even with respect to our own club, it has been asked by some one invited to become a member, "What will it do for me? What does it offer its members?"

There are many answers, but in the short talk of one of our visitors from Mexico at the Breakfast last Thursday a very worthwhile one was given. After hearing our roll call, with its wide range of businesses and professions, and learning a little of the objects of our organization and its place in the community, she stated that their meeting with us would be one of the greatest inspirations of their trip to California, and that they would not rest, after their return, until they had formed similar clubs in their own country; and we recall that it was a visit to our club that inspired Bertha Lutz to organize the business and professional women of Rio de Janeiro.

So, to have been the inspiration to women of other lands to press onward toward greater achievement, and to point the way toward greater service in the communities of the whole wide world, is surely a satisfying return for membership. What greater satisfaction could we ask for, than to make this contribution through our organization. For we are, first of all, a **service club**, seeking to be of use—not as individuals, but as a woman's club. And in such a club every member is valuable whose purpose is to render service, whether she takes an active part in the detailed work, or whether she merely expresses her loyalty by the prompt payment of dues; each one is a needed cog in the machinery, each one a contributor to the splendid cause.

And as our friends from Mexico have been stimulated by our achieveement, we, too, have been spurred to new endeavor by their admiration and appreciation. It is a call from one body of women to another which stirs the blood and lights the fire of understanding in our hearts. a fire which shall never die out so long as there are women in the world united in a common purpose, to serve the common good.

BOOK REVIEW

Saturday, May 12th, at 2 o'clock, at the Club House.

Outsiders are welcome.

Current Events by Claudine Detoy.

Review of late books by Ella Saylor and Hermine Kruger.

Nancy Buckley's Poems, by Bird M. Wilson.

—o—

Our next chance to entertain visitors will be at the first annual convention of the State League, May 26th. Save the day.

KEEP YOUNG BY DANCING

Next Friday evening a jolly time is anticipated at the Monthly Dance at the Club House. Bess Clow and Edith Bakewell have it in charge, and have engaged an orchestra that they say will make you think you're floating away with Lindy, on the wings of sound.

Only 50 cents, you know.

—o—

Doc—What is the best method to prevent disease from biting insects?

Happy—Don't bite them.

OUR FEDERATION EMBLEM

What It Means

WHO? N F B P W C
National Federation Business and Professional Women.

WHEN? 1919, Date of organization.

WHERE? Victory standing on the world typifies the far-flung triumphant mission of women throughout the universe.

WHY? In organization lies the strength and power of progress and service.

HOW? The flaming torch of wisdom, lighting the way of all who follow.

The winged wand of the Herald, ushering in a new era of opportunity.

The ship of commerce, carrying our message into all lands.

The open scroll of learning, creating our ideals and our faith.

WHY WE WEAR IT.

We believe in our emblem and its message. We believe in our Federation and its power for good. We believe in all women—in their ability to stand in high places and to take their part in the business and professions of the world.

WE WEAR OUR EMBLEM BECAUSE IT IS:

A means of recognition by all members of our organization wherever met, at home or abroad.

A badge of identification (together with membership card) in cashing checks, sending telegrams, etc. Also, in case of serious injury at any place in the United States it furnishes your identification with our organization and insures protection and immediate assistance from fellow members.

A mark of distinction, showing your membership and association with the "nobility of the business and professional world of women."

An evidence of ambition and progress.

A pledge of maintaining high standards in business and social life.

EMBLEMS MAY BE OBTAINED

from Mrs. Bessie G. Whittaker, Chairman Emblem Committee, The Copper Shop, 19th and Franklin Streets.

GREENWOOD LECTURE

Tell your friends of this opportunity to hear Miss Greenwood on Wednesday evening of this week, especially those busy ones who are occupied in the day-time. Miss Greenwood needs no introduction in this community. Her talks are rare treats

JUNIOR JOTTINGS

All communications for the Junior Section please specify same on envelope.

The next Junior Dance will be May 1st. Lillian Schengel is chairman.

Harriet Bakewell,
Pub. Chairman

AMONG OURSELVES

The Herald regrets to have to report that Mrs. Ada Angel is again in the Hospital. This time it is for the treatment of a fractured heel. She will be there for some time and will be glad to see friends.

—

Mrs. Josephine Swan White and Miss Rudolphine Radil left yesterday for San Diego. They are to take part in a program of California composers on Wednesday evening at the State Convention of the Women's Federated Clubs of California. Miss Radil will sing selections from the opera Fay Yen Fah by Joseph Redding and Templeton Crocker.

Carrie Jacobs Bond, A. J. Stewart and other noted California composers will take part in the program.

—

Anna Ihrig was responsible for the beautiful decorations at the May breakfast, where the Mexican flags and colors were intermingled with our own and even a miniature "cactus garden" was there to make our visitors feel at home.

—

Dr. Lillian Shields, president of the State League B. & P. W. C. and Miss Annie Woodall, treasurer, traveled 1600 miles on a tour of California clubs in the interest of the League and the National B. & P W. C. They report the Gilroy Club as the latest member of the League.

—

Those of our members who had the pleasure of entertaining our friends from Mexico in their homes were our President, Mary Barmby, Dr. Shields, Dr. Kibbe, the Saylors, and Mrs. Gustason's niece.

—

All reports are not in from the Theatre Party, but it is known that over 400 tickets were sold. Mrs. Kennedy and her Activities Committee surely did a land office business.

—

Freda Smith is back, with true Hawaiian color in her cheeks, the kind you don't buy in a box. She reports a wonderful holiday.

CALENDAR

MAY 9—GREENWOOD LECTURE.

MAY -0—DINNER.

MAY 11—DANCE.

MAY 17—ROUND TABLE LUNCHEON and BUSINESS MEETING.

Junior Section, first and third Tuesday evenings. There will be a special social for propective members.

Dramatic Section, Tuesday evenings at seven o'clock.

Book Review Second Saturdays, 2 P. M.

INTERNATIONAL BREAKFAST

International Breakfast

On Thursday morning the Club entertained the Mexican women members of the International Educational Association now touring California, at a May day breakfast. It was a great privilege to have them as guests and was due to the cooperation of Mr. Tracy Journey of the Chamber of Commerce.

These women all hold responsible positions in the educational department in Mexico. They told something of their work and their schools which are quite up to date as measured by California standards and each member of the party is keenly alert for ideas pertaining to their work and the home and business and professional life of the women in California.

It was a particularly propitious time in which to unveil our beautiful new tapestry, the gift of our esteemed member, Miss de Neale Morgan. It portrays early Spanish days in California with their vivid life and color. We indeed appreciate this beautiful piece of work from one of California's foremost artists.

Our guests favored us with a song in Spanish and little Eleanor Marolf gave three charming whistling numbers with the grace and sweetness of the song birds themselves, whose songs are understood no matter what language one may speak.

Our Juniors, as they twined the Mexican colors around the Maypole, were a charming picture.

Usually our minds leap to thoughts of revolutions when we think of Mexico, but now we will think of the culture and beauty of our neighbor to the south as shown to us by our guests.

—o—

BERLIN 'U' HONORS AMERICAN WOMAN

In Berlin recently Mrs. Shephard Morgan, the former Barbara Spofford of New York, wife of an economic statistician in the reparation agent's office, was awarded the degree of doctor of philosophy by the University of Berlin—the first American woman to achieve such a distinction.

Mrs. Morgan, who is a Bryn Mawr graduate, matriculated at the university in 1926 specializing in philosophy as a major subject and history and economics as minor ones.

Her doctor's thesis was on "The Individual in American Education."

—o—

MODESTY

Liza: "Dis am de fust time Ah's seen yo' husband fo' a long time My, but he am corpulent."

Mandy: "Dat's Rastus fo' you! Dat man am so modest he nevah told me he was a corporal."

Bessie Wood Gustason
(Bessie J. Wood)
A Woman Undertaker
2850 Telegraph Ave.
Phone Lakeside 49

AN OLD PRAYER STILL GOOD

Here is an interesting old prayer in verse, which dates from the 18th century at least. It is of English origin, but its author is unknown.

"Give me a good digestion, Lord,
And also something to digest;
Give me a healthy body, Lord,
With sense enough to keep it at its best.
Give me a healthy mind, good Lord,
To keep the good and pure in sight,
Which, seeing sin, is not appalled,
But finds a way to set it right.
Give me a mind that is not bound,
That does not whimper, whine or sigh;
Dn't let me worry overmuch
About the fussy thing called I."

—o—

FIRST WOMAN TO PRAY BEFORE LEGISLATIVE BODY

BOSTON — Women gathered in the galleries to see another bit of history made when the Rev. Flora M. Neagles opened a session of the Massachusetts house of representatives recently. It was the first time in the 148 years of the general court of this old commonwealth that a woman had offered public prayer.

Miss Neagles, who is pastor of the Bethany Memorial Christian church of Lynn, was invited to deliver the prayer by Speaker John C. Hull through the courtesy of Rev. Harry W. Kimball, chaplain of the house.

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Volume Five | Oakland, California, May 14, 1928 | Number Twenty-One

STATE LIBRARY

I do love silence, so little harm can come of it.—Blackmore.

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Golden Sheaf Remar Co.

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Everybody Likes Sanborn Service

LUNCHEON

Thursday, May 17, 1928 — 12:15 p. m.

Round Table Speaker

ELLA SAYLOR

and

Piney Mountain Singers

from Mississippi

These five young women are graduates of the first negro girls' school, and are educators in Junior Colleges.

Their singing is melodious and inspiring, something you will long remember.

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BUILD FRIENDSHIPS, NOT WARSHIPS, FOR NATIONAL DEFENSE.

No better sentiment can be expressed in honor of "Mother's Day" than that above, as put forth by Carrie Chapman Catt in The Woman's Journal for May.

A movement is sweeeping over the world to substitute some form of arbitration for war.

In Great Britain, France and Germany, the women are arranging great public meetings in a campaign to renounce war. The National Committee on the Cause and Cure of War will send representatives from the United States.

This Committee desires every town and village in the United States to demonstrate to Congress its sentiment in this behalf by adoption of the following resolution:

"**Whereas**, the rising tide of public opinion throughout the world favors reason, not force, arbitration, not battles, as the means of settling disputes between nations; and

Whereas, world opinion is coming to regard war as an obsolete, ineffective and uncivilized instrument of national policy, albeit the institutions of peace are not yet completely agreed upon nor fully established but are in the process of progressive and successful development; and

Whereas, 56 of the 64 nations of the world have agreed by treaty severally with each other to submit their differences to arbitration, and furthermore, 30 of these nations have absolutely proscribed war each with the other; and

Whereas, the established policy of the United States, as instanced notably in the Root and Bryan treaties, is peaceful settlement of disputes between our country and other nations:

BE IT RESOLVED: That we welcome the correspondence and negotiations now proceeding between the Great Powers of the world, France, Germany, Greeat Britain, Italy, Japan and the United States, proposing a multilateral treaty proscribing war between themselves and engaging by solemn pledges to find peaceful methods of settling any dispute arising. And be it further

RESOLVED: That we hereby pledge to this undertaking our earnest and active support and urge this and succeeding administrations of the United States persistently to prosecute these negotiations until such a treaty is ratified."

NATIONAL CONVENTION

The convention at New Orleans will be held atop the roof of Hotel Roosevelt, open on all four sides, equipped with loud speakers, and perfect comfort assured.

A "playday" at Gulfport on Sunday, July 8th, is arranged for a greeting to visitors. Automobile trips through Evangeline's country will follow, and after-convention trips to Havana, and other interesting places.

New Orleans is enticing indeed; a city 209 years old, replete with romance and charm, the State President, Gertrude Dillenberger, tells us, in her cordial invitation to attend. It has the second largest port in the world, with 90 steamship lines, 50 miles of river front, 1200 factories, and a population of over 450,000.

She bids you "Come to New Orleans; enjoy its interesting history; its places of amusement; its splendid food, and its delightful hospitality. Meet me at charming New Orleans, America's Most Interesting City."

AMONG OURSELVES

Nearly 30 P. O.'s enjoyed the picnic dinner under the chestnut trees at Casa Ramon, the country home of Dora Cooley and Ellen Dockery.

Carrie Kennedy, Faye Otis, and Iva Hamlin received the last degree, and were quite up in the air about it.

—

Mabel Little has accepted the chairmanship of the Hospitality Committee, and will be glad to have reports of all members sent to her. Mrs. Harriet Haas will remain on the committee, but was unable to retain the chairmanship owing to pressure of new duties.

—

Dr. Shields and Miss Woodall report over 40 members in the new club at Gilroy. Hope they can all attend the convention on the 26th.

The Oceanside Club entertained the Doctor and Miss Woodall at a beach supper, and a program and social evening were enjoyed in the glassed-in pier way out over the ocean. How we wish we were nearer, that we might be more neighborly with these club sisters in the National.

Dr. Florence Morse, of University of Southern California and President of Busanpro Club in Los Angeles, will attend the State conventions in Arizona and New Mexico as a representative of the national federation.

—

Josephine Holly has accepted membership on the Service Clubs Council.

—

"I wouldn't have missed it for five dollars," was one woman's exclamation at the close of Miss Greenwood's talk last Wednesday evening, and "Just what we busy women need to keep in touch with things worth while," was another. Politics, world affairs, books and plays put before us in such a clear, concise manner, giving us so much in a short time. It was all and more than we expected, and started the series most successfully.

Many requests were made to have a course with Miss Greenwood next fall. She doesn't usually speak in the evenings, and her time is very fully occupied, but let us hope sincerely that she can and will arrange to come to us.

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where guests are assured every first-class Hotel Service *combined* with comfort.

Unexcelled Cuisine Convenient Location

Reasonable Rates

Management W. C. JURGENS

By request of some of the listeners we print the list of books reviewd: Skywards, by Commander Byrd. Buccaneers of the Pacific, by Wycherly. Reputation, 10 years after, by Hast. Mr. Hodge and Mr. Hazard, by Wylie. The Hotel, by Bowen. The Black Fan, by O'Reilly. The Island Within, by Lewisohn. The Man Who Knew Coolidge, by Lewis. In poetry, Tristram, by Arlington Robinson, and Kanaka Moon, by Gessler. She said she had never enjoyed reading a play so much as "Lazarus Laughed." We are to have a fine review of that as the third of our series, and a reading of it.

—

News comes that Elizabeth MacGibbon, our second President has been forced by ill health to give up her advertising business for a time, and is leaving shortly for a trip to Europe and back via the Panama Canal, on a freighter that carries only 40 passengers. She has placed her little son in a Sunshine School near Saratoga, where they wear few clothes and live out-of-doors, studying one hour daily. She wishes to be remembered to all club members with whom she affiliated, and appreciated greatly the action of the Directors in making her an honorary member at the time she felt forced to send in her resignation. We trust she will entirely regain her health on her trip, and come back with renewed vigor and inspiration for future work.

—

Ida Swift has returned from a trip to Long Beach, where she spent a vacation with relatives.

—

We rejoice to learn that Kenneth King, the son of our loved member Florence King, has been re-elected as an instructor in the English department of High School, at Menominee, Wis. His work includes public speaking and direction of plays. His grandmother, Mrs. Moffatt, is with him, and they will motor to New York this summer, where he will attend Columbia, in work on his master's degree.

—

We regret to say that Laura Pinkston returned to work a bit too soon, and must take a further rest cure. If she'll only come back to us soon we'll promise not to work her so hard.

—

Latest News: Two very important arrivals in clubdom this last week: A granddaughter to Esther Goodwin, and a son to Ethel Presher. Congratulations, indeed.

CALENDAR

MAY 17—ROUND TABLE LUNCHEON

MAY 24—DINNER.

MAY 26—STATE LEAGUE CONVENTION.

Junior Section, first and third Tuesday evenings. There will be a special social for propective members.

Dramatic Section, Tuesday evenings at seven o'clock.

Book Review Second Saturdays, 2 P. M.

STATE CONVENTION

Saturday, May 26, all day and evening, at our Club House.

Our first annual meeting of California League B. P. W. C.

Good Speakers.

Interesting business.

We of Oakland are hostesses.

Save the date.

—o—

JUNIOR JOTTINGS

Initiation of new members will be held Tuesday night, May 15, and all members are requested to be present and give the incoming girls a royal welcome.

Friday night, May 18, is the "Circus Dance", a gala time is in store for everyone. Get your bids at club Tuesday night.

Miss Mary Barmby, president of the Seniors, has very kindly invited all the Juniors to her home in Berkeley, and enjoy her lovely garden, on Sunday afternoon, May 27. Get all details at club Tuesday.

The Board of Directors have voted to hold their meetings the second Monday in every month.

Harriet Bakewell,
Pub. Chairman

CHIEF STANDING BEAR

We are not only international in our varied programs, but interracial. Certainly one of the most outstanding events of the club was the visit of the Sioux Chief, Standing Bear, last Thursday evening.

He was a picturesque figure, indeed, in his beautiful costume of elk skin, elaboratly beaded by his sister, the work of two years. Highly intelligent, with a kindly, benign expression, and a bit of a twinkle in his eye, he gave one the impression of a person of consequence talking to children who had perhaps misbehaved, but whom he loved, nevertheless. His comparison of life before so-called civilization and now was not all to the good of the present, but surely met a response in our hearts. He has the rare ability to tell truth without bitterness, and in his book, "My People, the Sioux", he gives a true narration of many things long misunderstood. Wit and wisdom were delightfully intermingled in his talk, and his rendering of the "Brave Song" most impressive.

In the reception which followed several friends from his old home came forward, teachers from the reservation, much to his surprise and pleasure.

Mr. Harrison Leussler, western representative of Houghton, Mifflin Co., introduced Chief Standing Bear, giving us first an interesting account of the making of a book from the time it leaves the pen of the author until it appears on the counters of the bookstore.

Miss Betty Silva appeared in lovely Spanish dances.

Kitty Good Shop

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Hyman's

—first announcement

OUR SEMI-ANNUAL SALE OFFERS OUR ENTIRE COLLECTION OF

—COATS—COWNS—
—SPORTSWEAR—
—HATS—

at drastic reductions for immediate clearance

SALE STARTS MONDAY
NO EXCHANGES

Oakland Broadway at 19th | San Francisco Sutter Near Mason

NOTICE

Miss Barmby requests all Committee Chairman to be ready to give reports at next business meeting, the first Thursday in June.

—o—

ANNOUNCEMENT

M. de Neale Morgan, the donor of the lovely tapestry over our fireplace, will exhibit her paintings at Casa de Manana, 2816 Telegraph Ave., Berkeley, May 13 to June 9, 1928. Week days 9 to 6. Sundays 2 to 5.

"The healthy know not of their health, but only the sick."
Thomas Carlyle.

CALIFORNIA STATE LIBRARY

DINNER

Thursday, May 24, 1928 — 6:15 p. m.

— The Plate - 85c —

Motion Picture

PRESENTED BY

Miss Hilda Gohrman

Miss Gohrman is an Oakland woman, and is presenting this very interesting picture, combining historical features with customs of other countries, and a charming story as well.

Her talk is entitled" "Invest in Rest", and her description of "sleep consciousness" is quite illuminating.

This is something quite different than we have enjoyed in our programs, and well worth attending.

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THE SERIOUS YOUNG

The Woman's Journal in the April and May numbers presents the case of the young women of to-day from two points of view. It is agreed in both that the younger generation are not following in the splendid footsteps of their mothers. The charge is made that they are not public-spirited; will not interest themselves in charitable enterprises, politics, or special "causes".

The answer given is very interesting, and may be quoted from in brief.

"The young are like a new reinforcement of soldiers, rushed up during advance. It does not occur to them to pause and congratulate those whom they replace in the progress made. They must step into the limelight and start shooting. They must move on. They say:

"Thanks to the efforts of our mothers and grandmothers, 'Are Women People' is no longer a subject for debate. We have opportunities which women never had before. We may enter almost any field of work, and the only way to prove that it was worth while to open those doors to us is to take the jobs offered, and hold them down well."

"One of the first things left behind is sex-consciousness. It is no longer invidious or glorious to be a woman. Theoretical equality could be helped by meetings and parades. Practical equality is proving that you can make good as equals.

"When freedom came in, seats in the street cars went out.

"The modern young woman is out to see what she can do, and she is racing along, too busy looking after her own interests, to turn around and look after others. She is determined to work out her life according to her understanding of life, but remember, that idea comprises work, motherhood, comradeship, just as much as any young woman of the earlier day, but she is doing it in a different way.

"It is saying the same old things in different words."

Viewed in this light, isn't even the little fling at smoking and drinking that we hear about, an unconscious attempt to prove their equality with men—the same thing that women have been struggling for for centuries, but carried to an extreme in the exuberance of victory at last, sure to be cast aside as foolish and wateful use of their glorious inheritance, in time, by their own sound judgment.

WE ARE INVITED

The Juniors have invited the Seniors to attend a card party, as their guests, on Monday evening, May 28th, at the Club House.

This is a lovely compliment to the elder sisters. We shall surely be happy to attend. The invitation was extended at the meeting last Thursday, and was desired to be extended to all members through the Herald. So this is your invitation. But if you cannot come, the Herald would prefer that you would send your regrets direct to the Juniors, in care of Club House.

THOUGHTLESS GARDENER

Madam: "What is that ugly looking plant?"

Gardener: "It's from the cactus family, ma'am."

Madam: "Why, didn't you tell me, so I could acknowledge it?"

—o—

A STEP UP

"Whatever became of that boy in our class that had such a hard time with legal phrases?"

"He's now pronouncing sentence."

IT'S YOU!

If you want to work in the kind
of a club
Like the kind of a club you
like,
You needn't slip your clothes
in a grip
And start on a long, long
hike.

You'll only find what you left
behind,
For there's nothing that's
really new;
It's a knock at yourself when
you knock your club;
It isn't your club—it's YOU.

Real clubs aren't made by men
afraid
Lest somebody else go ahead;
When everyone works and no-
body shirks,
You can raise a club from
the dead.

And if while you make your
personal stake
Your neighbor can make one,
too,
Your club will be what you
want to see—
It isn't your club—it's YOU!

—o—

AMONG OURSELVES

We welcome as a new member, Miss Anita Sexton, assistant buyer and manager of Whitthorne & Swan.

—

Ethel Presher announces "a wonderful gift, an 8-lb. boy, Ralph Bayliss Presher."

Mother and son are at St. Anthony's Hospital on Jackson St. and will be glad to receive visitors this week.

Welcome to the latest club baby.

—

Questionnaires are coming in finely. Hope every member will send in hers, so the Secretary may have correct mailing addresses and all information necessary to give efficient service.

—

Hermine Kruger has been enjoying a week in the southern part of the state, driving down with a party of ladies.

—

Laura Pinkston is taking a real rest at Forest Farm, near Santa Cruz. But she remembers to send in good jokes for the Herald.

Anna Ihrig reported final net proceeds from Rummage Sale $247.35. Splendid work, for the amount of rummage we had.

—

What a jolly time we had last Thursday.

Ella Saylor's story of the rise of their candy business, from making it on a platter in their own kitchen and placing it on sale in a few places, to the largest shippers west of Chicago, and the largest manufacturers of candy in boxes exclusively in the United States, was a real "thriller" last Thursday. It is remarkable how many of our successful women have started without capital, and worked up to big business. The Saylor girls are leaving on Tuesday for a six weeks' trip through the East and Canada, taking in the national convention of candy manufacturers in Chicago, where they have been invited to take part in the program.

Florence Bussell also leaves on Tuesday for her old home, in England, but we are happy to say she will return to us at the opening of school. The Saylors and Miss Bussell were quite overwhelmed with the lovely gifts presented by the club, through Bessie Wood Gustason. They all bore the genuine stamp of Woolworth's.

—

And now we have prizes, once a month, it may be a dinner, or it may be at a luncheon! Everyone attending has a chance. The first one was drawn by Edith Bakewell last Thursday,—a lovely box of Saylor's chocolates. Who'll be the next, and when?

—

The Piney Woods singers were greatly appreciated, their remarkable voices and dramatic rendition, making the "spirituals" very affecting. These girls, traveling in their house on wheels, are spending 18 months away from their school, making it known over the whole country, and gaining friends for its work.

—

The San Francisco League has elected Miss M. J. Canter as president for the ensuing year, with Lillian Wendemuth as vice-president. Mrs. Raymond, retiring president, will remain on the board of directors, and will also represent the League as delegate at the national convention.

—o—

STATE LEAGUE CONVENTION

Next Saturday, May 26th, our club will be hostess to the State League at its first annual meeting.

Delegates elected from the club are, Addie Jessen, Mary Campbell, and Anna Ihrig, with Flossie Warner, Georgia Maiden, and Dr. Kibbe as alternates. In addition to these, our president, Mary Barmby is a delegate, Bessie Gustason, and Bird Wilson, as chairmen of standing committees.

The first session will begin at 9 o'clock. Election of officers will be had, and election of state delegates to national convention at New Orleans. Matters of importance in connection with the national federation will be discussed, as well as in the state.

We have 13 clubs in the State League now, and it is hoped that delegates from all will be present. Visitors from other cities will be taken on a sightseeing ride, and further hospitality extended on Sunday.

In the evening, at 7 o'clock, a banquet will be served in the Club House, with good music, good speakers, and a good program generally. A speaker representing the National Federation will address us, and Mrs. Rose V. Berry, of San Francisco.

The Alameda Choral Club of B. P. W. C., led by Mrs. Floyd J. Collar, will enliven the occasion, and the San Jose club will give us a clever stunt. Other good things are in store.

All club members may attend all sessions, only delegates voting.

All who can come to the luncheon, please phone Miss Palmer, Oakland 1470, for reservations on Friday. Come to the luncheon if you cannot spend the time for other meetings.

Guests may be brought to the banquet in the evening, men and women. For reservations for banquet, please phone Mrs. Guber Humboldt 0630. Price of banquet only $1.25.

Let us make this a noteworthy convention. Everybody come.

CALENDAR

MAY 24—DINNER.

MAY 26—STATE LEAGUE CONVENTION.

Junior Section, first and third Tuesday evenings.

Dramatic Section, Tuesday evenings at seven o'clock.

Book Review Second Saturdays, 2 P. M.

JUNIOR JOTTINGS

Last Friday night was the "Circus Dance" and it certainly went over in a wonderful way. Much originality was displayed in the decorations. Girvin's orchestra, of Girvin-Beale fame, was the best ever.

Monday evening, May 28, the Juniors will be hostesses to the Senior group at bridge, and are looking forward to meeting the Seniors.

Our member Luella Craig has been confined to her home convalescing from an operation on her tonsils, but Luella is now back at work and we hope to see her at club soon.

The Club was happy to see Marion Claire at the meeting the other night. Marion has been living in San Francisco all winter, but Oakland still claims her as their own.

Harriet Bakewell,
Pub. Chairman

—o—

PARIS HEARS GERMAN OPERA, FIRST IN YEARS

PARIS—German artists sang German opera in the original German in Paris for the first time since 1914 at a matinee on May 5th and received an ovation from a distinguished audience of critics, society folk, and diplomats.

The occasion was the matinee premiere of the Vienna Opera Company with its own singers, orchestra, and chorus in "Fidelio," the prelude to a ten-days series which the critics say is to be a brilliant part of the current musical season.

Madame Marie Jeritza, Metropolitan star, will be one of the principal attractions when she sings Tosca next week.

DOROTHY CRAWFORD, JUNE 7th

The second of our series of good things occurs on Thursday evening, June 7th.

Dorothy Crawford is being styled the Ruth Draper of the West. She is not only a reader of ability, but writes many of her own monologues, and has given musical settings of her own composition to Songs of Egypt, singing and accompanying herself at the piano.

Warmest praises come from clubs where she has recently appeared in this State, and we are assured of an unusual entertainment, with charm, originality, and dramatic ability.

Tickets may be obtained at the club by phoning to Miss Palmer, or at the door on that evening. Remember, your tickets for the series are interchangeable, and may all be used on one evening if desired.

We are not only having enjoyable evenings with this series, but making our auditorium known to the public. Miss Greenwood was most enthusiastic in her praise of it, and said she had not known it existed. So let's tell it to the world, and show it to the world, too.

—o—

BOOK REVIEW

The last Book Review had such an intimate, homey tone to if given entirely by our own members, and such delightful discussion of the books reviewed, that all expressed their enjoyment of it. It is just one of the good things furnished to members by this club.

"Pa, did you go to Sunday School when you was a boy"

"Yes, my son, I always went to Sunday School."

"Well, Dad, I think I'll quit going. It ain't doing me any good either."

Kronke-Brampton Co.

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Five | Oakland, California, May 28, 1928 | Number Twenty-three

THE BUSINESS AND PROFESSIONAL WOMEN *will enjoy*

Remar Cake

WHICH, WE ASSURE THEM, IS THE FINEST CAKE THEY EVER BOUGHT

Try One Today

Golden Sheaf Remar Co.

We must be as courageous to a man as we are to a picture, which we are willing to give the advantage of a good light.—Rehavior.

LUNCHEON

Thursday, May 31, 1928 — 12:15 p. m.

The Girls of '61

Will be Our Honored Guests
and contribute to the program

Let us make the most of this opportunity to show our appreciation of the work of women toward saving the nation, in honoring the few that are with us to-day.

Phone Oakland 1470 for Reservations

TO-NIGHT

The Juniors are giving the Card Party for the Seniors to-night you remember.

Every Senior invited. Club House, 8 o'clock.

— o —

NOTICE

A vacation has been declared in the monthly dances given by the Holding Co., until September.

SANBORN'S FLOWER SHOP

410 - 13th St.

Opposite Tribune Tower

Everybody Likes Sanborn Service

JUST A MINUTE

I have only just a minute,
Only sixty seconds in it,
Forced upon me, can't refuse it,
Didn't seek it, didn't choose it,
But it's up to me to use it.
Give account if I abuse it.
Just a tiny little minute—
But eternity is in it.

—o—

THE POWER OF LOVE

Tom: "What is your pet method of getting a girl?"
Jerry: "The pet method."

BUSINESS WOMENS HERALD

Official Publication of the

BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

Laura E. Pinkston....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. — OAKLAND 1470

Issued every Monday in the interests of the Business and Professional Women's Club

Subscription Price $1.00 per year

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Vice-President.....Mabel Saylor
Rec. Secretary.....Jennie E. Reid
Cor. Secretary.....Alice Osborne
Treasurer.....Ida G. Swift
Auditor.....Faye Otis
Miss Emma Palmer
Executive Secretary
1608 Webster St., Oakland 1470

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Dr. Luella Swauger
Martha Holmes
Freda Smith
Jean Baird
Suzanne Chalmers

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Personnel.....Floss M. Warner
Civics .....Helen S. Artieda
Emblem.....Bessie Whitaker
Publicity.....Bird M. Wilson
Health.....Dr. Minora Kibbe
Parlimentarian & Revision.....
.....Eloise Cushing
Roof Garden & Flowers.....
.....Dora Cooley
Hospitality.....Mabel Little

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Zannette Potter .....Philomels

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Oakland Crematorium and Columbarium
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The Pioneer Institution of the East Bay

WE HONOR THEM.

On Memorial Day we pause to honor the Boys in Blue who gave their lives to save the Union, and to pay honor also to those who still remain of that fast-disappearing group. We look at the slim ranks that march so proudly with banners carried high. with tears in our eyes and clutching throats.

We honor, also, at this time the young men who went so courageously across the seas to do their bit in the war that was to end all wars.

For those who fought in the Civil War it was a magnificent effort to preserve the nation whole and undivided. For those who entered the last war it was an endeavor to preserve the peace of all nations. An idealist's dream, perhaps, but for a large portion of the word it is an accomplished fact to-day. In that battleground of western civilization since before history began the era of wars is over and the era of collaboration. conciliation. arbitration and adjudication has come.

We honor the heroes who gave so unstintedly in these great struggles, whether at home or abroad.

And we honor as well the women, upon whom the burden fell to "carry on"; to take up the tasks the men had left, and keep the equilibrium of life established by their united effort.

We remember with sacred pride these great sacrifices and heroic deeds. And in our remembering we do not forget that we of to-day have an equally solemn duty, the duty of maintaining the ideals for which they fought; to replace bloodshed and strife with friendly conference and co-operation to solve the problems of the world.

And we remember that upon women, above all, is the duty laid to stand firmly united for peace for all the world.

A WOMAN MEMBER OF THE GOVERNMENT OF GREAT BRITAIN

The Duchess of Athol, of Blair Castle, Scotland, is the only woman member of the British Government, and holds the appointment of Secretary of Education. She recently visited this country to learn more of the school system, especially the Teachers College, which they do not have in England.

Educated for music, and having composed musical settings for the children's poems of Robert Louis Stevenson, she has nevertheless given herself whole-heartedly to the work called for by this governmental position, denying herself all social life, as the House of Commons holds its sessions at night, and week ends are required for visiting schools and keeping in touch with educational conditions. Her work, her duties, come first, herself last. Inheriting a noble tradition, she enriches it by her life.

AMONG OURSELVES

Eloise Cushing, Helena Gamble, and Hazel Lamberson, of our members, will leave for Washington, D. C., this week, to attend the national convention of Soroptomists. Eloise will extend her trip to Philadelphia and New York, with visits to relatives in Rhode Island and Florida on return. It is also probable that she will have the distinguishment of admission to practice in the U. S. Supreme Court while in Washington. 1

—

Dr. Shields and Bird Wilson were guests of the Hayward B. P. W. Club last Wednesday evening at a dinner in Masonic Hall, and had an opportunity to get acquainted with our splendid sisters and neighbors.

—

The Directors of the Holding Co. complimented Ella Saylor and Florence Bussell with luncheon, served by Miss Palmer in the Garden Room, last Monday, to wish them God-speed.

—

On Thursday evening, June 7th, the second of our entertainment series will occur. Dorothy Crawford, the Ruth Draper of the West. You know that tickets may all be used on one evening or divided between the two programs.

—

Josephine McClenegan is enjoying a much-needed rest in Los Angeles and the south land.

—

How much we enjoy the meetings of an intimate character like last Thursday's. It was a real "experience meeting," so many having interesting things to report. We get to know each other better at these meetings and feel more truly that we are one family.

ANNOUNCING

A Dance Concert

BY THE PUPILS OF THE

Alice Zwillinger School of the Dance

Sat. Evening, June 2nd

8 o'clock

Ebell Hall, 1440 Harrison St.

Admission 50c

HOTEL OAKLAND

where guests are assured every first-class Hotel Service *combined* with comfort.

Unexcelled Cuisine Convenient Location

Reasonable Rates

Management W. C. JURGENS

JUNIOR JOTTINGS

A Bon Voyage will be wished our member Alice Bouchet when she leaves Oakland, accompanied by her parents, June 2 for New York and Europe. She will be gone indefinitely and all the club members wish her every joy, but hope that she will not find Europe too attractive and fail to return to Oakland.

Upon completing her presidency Alice was elected to the Board of Directors of the club and owing to her absence for the rest of the year, Mary Allen, has been chosen to fill the vacancy. Mary is very capable and the club should feel proud that they have such a girl to fill the office.

Harriet Bakewell,
Publicity Chairman

—o—

WE ARE GROWING

Another club in the state, and affiliated with the National! The Santa Cruz women have been talking about organizing for some little time, and last week announced that a dozen or so were ready. Bessie Wood Gustason, as State Chairman of Membership, went down. accompanied by Florence Stahl and a large group from San Jose. To their surprise some fifty women were awaiting them, and the organization of the latest B.P. W. Club proceeded with much enthusiasm. Welcome, thrice welcome, Santa Cruz!

CHILD HEALTH

Every woman's organization works for better health for children, locally, and nationally, through municipal and national legislation, as well as personal endeavor.

The American Child Health Association sets aside one day in the year, May 1st, on which to call the attention of the nation to the need of this work, and has put forth a "Child's Bill of Rights", written by Herbert Hoover, asking every reader to put it to work in his own community. It is:

"The ideal to which we should strive is that there shall be no child in America:—

That has not been born under proper conditions.

That does not live in hygienic surroundings.

That ever suffers from undernourishment.

That does not have prompt and efficient medical attention and inspection.

That does not receive primary instruction in the elements of hygiene and good health.

That has not the complete birthright of a sound mind in a sound body.

That has not the encouragement to express in fullest measure the spirit within, which is the final endowment of every human being".

(Woman's Journal)

CALENDAR

MAY 31—LUNCHEON.

JUNE 7—LUNCHEON. BUSINESS MEETING.

JUNE 7—8 P. M. Dorothy Crawford.

JUNE 14—DINNER.

Junior Section, first and third Tuesday evenings.

Dramatic Section, Tuesday evenings at seven o'clock.

Book Review Second Saturdays, 2 P. M.

VICTORY

I sing of victory, from the deep
Of broken hearts and sore defeat;
From out the bitter fires of pain
I chant the victor's conquering strain,
For he who seeks to win the prize
Must hope till even courage dies;
And trust, though beaten to the dust,
That Truth will win when hope is lost.

This, then, is Victory—to know,
Though crushed beneath the foeman's blow,
That every throb of mortal woe
Brings God to face the conquering foe.

—Angela Morgan.

—o—

YOUTH ADMITTED TO COURT PRACTICE ON MOTHER'S MOTION

Los Angeles, May 15—When young Sydney M. Williams was "looking around" for a career he did not choose to follow in his father's footsteps — but in his mother's.

His mother. Mrs. Nadie Williams, did not object and, in fact. gave her son every aid in realizing his ambition. For she is an attorney, and it was upon her motion that her son was admitted to practice before the United States courts in this district.

The case is the first of its kind in Southern California, and federal court attaches here cannot remember a similar case anywhere.

FIFTY YEARS OF SERVICE

The California Art Association has just closed its fiftieth annual art exhibit, at the galleries of the California School of Fine Arts in San Francisco.

Leo F. Randolph, director, commenting on the affair stated that when the society was formed in March, 1871, by a few artists and laymen they little dreamed that it would pass the half century mark.

—o—

REVERSED ALIBI

Johnny's Ma: "Johnny, there were three pieces of cake in the pantry. and now there is only one. How did that happen?"

Johnny: "Well, it was so dark in there I didn't see the other piece."

—o—

Wife: "Golf, golf, golf. I really believe if you spent a Sunday at home I should die."

Hubby: "It's no use talking like that, my dear; you can't bribe me."

—o—

PITIABLE

Jones: "What'd that snappy salesman sell you this morning?"

Smith: "A book on how to cultivate sales resistance."

—o—

The Ultimate Advertisement

"What kind of tires do you use?"

"Really, dear boy, it's been so long since I put them on, I forget."

—o—

Lawyer: "What grounds do you have for divorce?"

Peggy: "Well, I'm married, ain't I?"

WATER-WORKS

"What is the greatest water-power known to man?"

"Woman's tears."

—o—

HOW THE OTHER HALF LIVES

Brown: "What do you do with your worn-out razor blades?"

Jones: "I shave with them."

—o—

Modern Shopper: "Have you anything snappy in rubber bands?"

Assistant: "No, but we have something catchy in fly-paper."

Emilie J. Edmonds

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Five | Oakland, California, June 4, 1928 | Number Twenty-four

The Gray Shop

Sports Frocks

Worn with appreciation by smart women

Whether you plan to spend your Summer at the beach, at the mountains or at home, your wardrobe should contain one or more of these clever frocks of flat crepe, tub silk or a vivid, vivacious print. A chic velveteen coat in colors that blend with the frock you choose, will make a very inexpensive, but nonetheless delightful ensemble

Sport Frocks from 16.50
Velveteen Coats at 25.00

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Berkeley — Univ. & Shattuck
Long Beach, California

We are never alone. Others are interested in our success. All the greater reason why we should measure up.

LUNCHEON

Thursday, June 7, 1928 — 12:15 p. m.

Business Meeting

Reports of Committees

Election of Delegates to National Convention

Discussion of Club Plans

Phone Oakland 1470 for Reservations

THURSDAY, JUNE 7th

This is the evening of our second entertainment in the series, with Dorothy Crawford as the star. She is spoken of as the Ruth Draper of the West, delighting all with her monologues and songs. Many of these are original. The Songs of Egypt, with her own musical setting, are unusual and lovely.

You can use all your tickets on one evening, if you desire, or divide them between this evening and the one in August. It is a delightful way to compliment a friend by bringing her (or him) with you on your ticket.

This enterprise of our Activities Committee is worth much more than the prices charged. Let's make it a great success.

—o—

Have you sent in your Questionnaire?

JUNIOR JOTTINGS

Tuesday, June 5th the regular business meeting of the club will be held. Our president, Viola Bocca, expects a 100% attendance. Come and hear of the interesting plans the club has for the summer.

How much the girls did enjoy Miss Barmby's and her sister's hospitality Sunday, May 27th. And their garden was certainly an inspiration to everyone.

Harriet Bakewell
Pub. Chairman

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OUR FIRST CONVENTION

From the moment that our President Mary Barmby presented that magnificent key (which she explained was the key to our club house and to our hearts) to Dr. Shields and the delegates to the convention, until the gavel fell as the new State President, Annie Woodall, of Berkeley, declared the meeting adjourned, every moment was filled with good things. There was no dullness to the reports, and the revision of by-laws brought out much interesting discussion, showing serious thought.

A Nominating Committee was elected, with Bird M. Wilson as chairman, and a member from each club officiating. They met during the lunch hour. and early in the afternoon presented the following ticket, which was enthusiastically elected:

President, Annie Woodall, of Berkeley.
1st Vice Pres., Dr. Florence May Morse, of Los Angeles (Busanpro Club)
2nd Vice Pres., Florence Stahl, of San Jose.
Recording Secretary, Lillian Stark, of Alameda.
Corresponding Secretary, Isabel Cottle, of Berkeley.
Treasurer, Mrs. A. M. Jessen, of Oakland.
Directors elected. Carolyn Nelson, San Francisco; Lottie Titcomb, San Jose; Esther Reynolds Taylor, Alameda; Glenna Smith, Eureka; Helen Kingsbury, Richmond; Nell Brown, Los Angeles; Ruth Kynoch, Berkeley Juniors.

In addition to these, the Presidents of all the clubs are members of the Board of Directors of the League, and the Past Presidents, there being only one so far, Dr. Lillian Shields.

There were elected as State Delegates to the national convention Lillian Wendemuth, San Francisco, Christine Leonard, Berkeley. Dr. Shields, Oakland, Lillian Stark, Alameda, and May Pettengill, Eureka, with the following as alternates: Helen Hughes, Los Angeles; Rose Hollub, San Francisco, and Elizabeth Adams, San Francisco, and power given the State President to appoint others, if the above should not be able to attend.

The reports from the clubs showed a great deal of activity, and the problems most vital to each one were discussed, with helpful suggestions. All formality was laid aside, and a real "family council" indulged in.

The two newest clubs. Morgan Hill and Gilroy, were represented, the president of Gilroy Club being the daughter of our own Mrs. Graham. Announcement was made of the formation of a club at Santa Cruz, with June Lindsay, Deputy County Auditor, as President. These three clubs have been organized by the San Jose Club, who have won all the laurels for bringing in new members.

The League now comprises 14 clubs, with a membership of about 900. All were represented at the convention but Oceanside Club, some coming from Eureka at the north, and Los Angeles at the south.

SUGGESTIONS

Dr. Shields' report as retiring president contained, among others, the following recommendations:

That we assist in the formation of Junior Clubs among the foreign girls who are students at the U. C. and Stanford following the suggestion of Mrs. May Sinclair Crawford, of

Continued on page 4

AMONG OURSELVES

Mary Barmby represented the club at the installation dinner of the Berkeley Club Monday evening last, and says it was a very lovely affair. Our own Josephine Swan White gave some of her splendid cantillations.

—

Many seniors accepted the hospitality of the Juniors last Monday evening, enjoying a good game of bridge and delicious refreshments. Carrie Hall and Alice Moore captured the prizes, which the rest of us helped them win. The Juniors were delightful hostesses. We hope we may "come again".

—

The Juniors spent Sunday afternoon in the sunshine in "Friendship Garden" — otherwise, the home of our President and her sister, in lovely Claremont.

—

Have you ever heard Dr. Kibbe yell? Well, you just listen. She's our Yell Leader now.

—

Our President reports a splendid meeting of Committee Chairmen a few days ago. Many fine plans are afoot and horseback. coming right along.

—

Did you ever dream that we had living quietly among us a woman who served on the field of battle all through the Civil War? Yet that is the fact, revealed last Thursday by Mrs. Ann'e Glud. one of the Girls of '61. Born in Kentucky. she was not quite ten when her father, a Northerner married to a Southerner and living on a cotton plantation, was called to serve in the army. Her brothers had run away to join the army, two in the South and four in the North. and her mother exacted a promise from her father never to leave his daughter. So he dressed her like a boy and took her with him. She had learned to drum in their children's play, and was made a drummer. Through many a battle the measured beat and steady roll of her drum guided the men to victory. General Grant was told the story, and made an order allowing her to serve with her father without formal enlistment or separation. Escaping unhurt through all the service, she was with General Sickles and other famous officers when they were wounded, and has received official commendation for her service, besides a gold pin from President Harding.

How proud we are to know this splendid woman, modest, dignified, womanly. What fanciful pen can give us the equal of such a story?

—

Time rolled backward for many years, as "Marching thro Georgia" and "Rally round the Flag. boys", rang out with vigor last Thursday, and poems of the Civil War were recited so beautifully. The Girls of '61, organized in California some ten years ago. to show the remaining soldiers that "Somebody always is caring for you", meet weekly, and carry on many activities for the benefit of the Veterans and their families.

All honor to them! Those who accepted our invitation were Mrs. Wollaver, Chairman of Program, and Mesdames Wilson, Martin, Lee. Amann, Starwood, Wright, Hall, Maxwell, Gilbert, Wood, and Glud. Their stories and clever verses were much enjoyed. Rev. E. R. Dille paid a high tribute to their work, and we left the meeting with a more fervent gratitude for the blessings of our united nation, conserved for us by the men and women of '61, and on up to to-day. Let us remember, and be glad.

—o—

BOOK REVIEW

Owing to the absence of so many of the members of this section on vacation in June and July, there will be no meetings until August. Watch the Herald for announcement of reconvening.

—o—

CHIEFLY

First Golfer: "What is your handicap for the course?"

Second Ditto: "Hitting the ball."—St. Louis Post-Dispatch.

—o—

LET'S DO LIKEWISE!

Somebody said that it couldn't done,
But he with a chuckle replied,
That maybe it couldn't, but he would be one
Who wouldn't say so till he tried.
So he bucked right in with a trace of a grin
On his face. If he worried he hid it.
He started to sing, as he tackled the thing
That couldn't be done,—and he did it.

Edgar A. Guest.

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Continued from page 2

University of Southern California, familiarizing them with our aims and manner of working, that they may be prepared to organize B. P. W. Clubs in their own localities upon their return home. This would indeed be a strengthening bond for an international organization. and an instrument for world peace.

That the clubs have at least one outstanding program quarterly that will be a real news feature before the public, thus maintaining the place the organization has won in the public mind, and leading to a broader usefulness in the community.

THE BANQUET

The auditorium never looked lovelier, and brought forth many exclamations of admiration from our visitors. Between Cobbledick and Mrs. Ihrig, with her helpers, it was a real bower of feathery greenery and lovely blossoms.

Presidents of sister women's organizations in Oakland were our guests, as well as of the B. P. W. Clubs of Palo Alto, San Leandro, and Hayward, not yet members of the League.

Mrs. Myra McDowell, of Alameda, State Program Chairman, arranged the program of music and speakers, and the Alameda Club kept the intermissions lively with their peppy singing. The San Jose girls furnished another of their clever skits. while Bessie Wood Gustason arranged a birthday cake ceremony and overcoming of the hoodoo of 13, in her own delightful manner, assisted by the Juniors. Mary Campbell was a living picture as the first business woman, in a dress that meant weeks of work, and would make about ten dresses today.

We are indebted to O'Malley's Drum Shop for the genuine old German Coach Horn used by our herald, Ora Egan, in announcing the special features. It is the only one on the Pacific Coast.

Mrs. Rose V. Berry, art critic and writer, a delightful speaker, plead for beauty in our busy lives, showing its place in nature, and its practical effect in the humanizing of all effort.

THE FLYER

Of course we were thrilled by Florence Crawford's account of her trip here by airplane from Pueblo, Colorado; her application of woman's wit in finding a way to notify the pilot that the gasoline cap was off, and her complete absence of fear.

She brought greetings from the clubs of Colorado, Wyoming. and Utah, and gave us a splendid analysis of the good things in national federation. She is a dynamic person, suggesting life and activity in mind and body, lovable because of the good will she radiates, and a willingness to see the funny side of everything.

In national federation she finds an investment in fellowship and friendship, and after enumerating all that it comprises, says, "Where do you invest two dollars and get so much out of it?"

Also, it helps us to be better citizens, and makes a B. P. W. Club an asset in the community, never a liability.

It teaches us to eliminate personality; to be tolerant of the views of others; to accept the rule of the majority,—to **disagree agreeably.**

She made us proud, indeed, of our organization, and of the splendid women in it.

A LA MODE

"You have been a good boy. Papa's going to buy you a nice violin."

"Goodie! Now I won't have to get my hair cut!"—Life.

—o—

FREE EXPRESS

Frugal Person: "How much to the Windsor Station?"

Cabman: "Two dollars, sir."

Frugal Person: "Does that include the charge for my bags?"

Cabman: "I'll take those for nothing."

Frugal Person: "Excellent! Then I'll walk."

—o—

It's just the principle of the thing. If the minimum speed limit was 45 miles people would howl for the liberty to go slow. —Los Angeles Times.

—o—

John Philip Souza says jazz is dying. That may be the reason why so many are staying up with it nights. — Detroit News.

—o—

"So you ran across Jane in Paris!" said the first old lady. "Dear me the last time I saw Jane she was a mere child, short skirts and all legs, you know."

"There's no noticeable change," said the second old lady.—Detroit Free Press.

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Five | Oakland, California, June 11, 1928 | Number Twenty-five

THE BUSINESS AND PROFESSIONAL WOMEN *will enjoy*

Remar Cake

WHICH, WE ASSURE THEM, IS THE FINEST CAKE THEY EVER BOUGHT

Try One Today

Golden Sheaf Remar Co.

JUNIOR JOTTINGS

The club is very happy to welcome as new members: Muriel Olofson, Hazel Marie Bonnelykke, Josephine Allara, Pauline A. Tate, Eleanor Neilsen, Phyllis Norman. Virginia Swim, Isabelle Racouillat, Josephine Damaschino, Eva Larsen Wanda Planer, and Frances E. Kofoed.

June 22 is the date of the Rose Dance, tell your friends of this next Junior dance. Luella Craig is chairman.

Harriet Bakewell

Depend upon it, the best antiseptic against senile decay is an active interest in human affairs, and that those keep young longest who love most.

CALIFORNIA STATE LIBRARY

VACATION AT HOME

PICNIC

Thursday, June 14, 1928 — 6:30 p. m.

Live Oak Park—Berkeley

Miss Palmer will provide a delicious supper. Be on hand promptly at the fireplace and tables. The park is ours for the evening.

The Dramatic Section and others will entertain us.

The woods will ring with our new "yells."

Tug of War — Fat Women's Race.

Drive out Shattuck Avenue until you reach the park, a few blocks north of University Avenue.

Or take No. 4 street car, getting off at Summer St. and walking two blocks west; or No. 6 ctreet car, getting off at Berryman and walking two blocks east.

Bring as many friends as you like.

Phone Reservations to Miss Palmer, Oakland 1470.

BUSINESS WOMENS HERALD

Official Publication of the

BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

Laura E. Pinkston....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. — OAKLAND 1470

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Vice-President.....Mabel Saylor
Rec. Secretary.....Jennie E. Reid
Cor. Secretary.....Alice Osborne
Treasurer.....Ida G. Swift
Auditor.....Faye Otis
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Finance.....Suzanne M. Chalmers
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Music .....Elsie Cross
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Activities .....Carrie Kennedy
Reception .....Josephine S. White
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Emblem.....Bessie Whitaker
Publicity.....Bird M. Wilson
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Parlimentarian & Revision.....
.....Eloise Cushing
Roof Garden & Flowers.....
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Zannette Potter .....Philomels

JUNIOR SECTION

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Alice Moore .....Advisor

Oakland Crematorium and Columbarium
Mrs. Teresina B. Morgan, Mgr.
Howe and Mather Sts., Oakland
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EDUCATION PROGRAM FOR CALIFORNIA B. P. W. C.

Suggested by National Chairman.

1. Use every means of bringing before the public the fact that the National Federation is doing a vital piece of work through its Education Committee in the better fitting of the women of America for the business world, that we may have "Better Business Women for a Better Business World".

2. Stress the idea of "A High School Education for Every Business Girl" so that all girls intending to enter the business world will be impelled to secure at least a high school diploma before beginning business training.

3. Make careful study of vocational guidance, that girls may be helped to select occupations best suited to their abilities. There is a book, "Fields of Work for Women", by Miriam Simons Leuck, published by D. Appleston & Co., which will be valuable in this regard.

4. Find some way of reaching the rural girl who has no advantages of contact with the activities of the more closely settled parts of the country.

5. Find the especially promising young woman in your community and help her to use her talents to the best advantage.

6. Get a survey of dependable schools, and be perpared to give information on night schools, summer courses, extension college work.

7. Forward the formation of scholarships, loan funds, and self-help.

8. Cooperate wth the Pacific Institute of International Relations to bring about better understanding between nations of the Pacific.

ANNOUNCEMENT

Mr. Geo. Edwin Bennett and Mrs. Helen Margaret Bergsma announce their marriage, May 29. We extend sincere congratulations.

—

How interesting our business meetings are, showing the real life and doings of the club. Every committee gave a splendid report last week. teeming with vital matters, and each one deserving of longer time for discussion. And, joyful to relate, the finances are being worked out quite hopefully.

The delegates elected to represent the Club at the National Convention were, Dr. Lillian Shields and Bird M. Wilson, with Bessie Wood Gustason and Dr. Minora Kibbe as alternates, the club approving the recommendation of the Board to pay $125.00 toward traveling expenses.

Hermine Kruger and Claudine Detoy were elected to serve on Florence King Educational Fund Committee.

WHAT DO YOU KNOW?

Is a club member ill?

Do any members need our cooperation in either joy or sorrow?

Tell Mabel Little or Miss Palmer so **all of us** may help.

—o—

After July 1st—all members appearing at luncheons or dinners without their badges, will be liable to 10c fine; also if they are not returned to their pockets there will be a 10c fine next meeting — Freda Smith has been appointed fine collector.

—o—

Help Wanted — While Mrs. Pinkston is recuperating, can't someone help Bird Wilson — We don't want to kill off a good free horse.

The Board.

—o—

HER IDEA

"What's your idea of 'companionate marriage?' "

"Well, I've often wished my husband would be more of a companion than he is."

AMONG OURSELVES

Clever, very clever," were the words on everyone's lips at the close of Dorothy Crawford's program last Thursday evening. So varied in character, so well delineated. The recalls so enthusiastically given were an invitation to come again. We are truly proud of our series.

—

Florence Crawford writes that that she had a fine trip back to Pueblo by aeroplane, being only five minutes late at her office on Monday morning, after leaving here at 7 A. M. She says: "It all seems just a dream, except the realization that I did have such a good time with you people and enjoyed every minute of it. The only fault I could find was that it was over too soon. I must congratulate you on the progress the California League has made the first year. It has been such a healthy growth, which is always much more desirable than otherwise. I should have said that night that for a one-year-old child you certainly were precocious."

She further states that Colorado is planning to have a special car for delegates to New Orleans, probably joining the Vice-President's Special at Kansas City.

—

Mrs. Alice Maloney, former President of Oregon Federation is visiting her mother in Berkeley. She and her husband are newspaper people, and thinking of locating in California. Of course they will choose Oakland, and we will welcome her to our club.

—

Who has the following books from our library? "Singing in the Rain", "The Prospector", and "The Man Nobody Knows". Others are waiting to read them, so please remember to bring them back next time you come.

—

Don't forget to take your National Membership Card with you when traveling. At the State Convention many experiences were related showing its value when in need of a friend.

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Unexcelled Cuisine Convenient Location

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Dr. Kibbe has been appointed Yell Leader. and offers two prizes for the best yell submitted. She would like them sent in as soon as possible, to her home address, 1805 Fruitvale Ave.

The following have been submitted. Learn them before the picnic:

Oakland B. P. W. C.
Business

Doctor, Lawyer, Merchant, Chief
Business

Oakland B. P. W. C.
Oakland

F-R-I-E-N-D-S-H-I-P
Friendship

S-E-R-V-I-C-E
Service

Bizz Bizz Bizz — Bizz
Ness Ness Ness — Ness
Business

—

Miss Louise Brunquist has accepted the Chairmanship of the Roof Garden.

—

Have you paid your dues, because you know we have to have the money to send on to the National before the convention so you can get your Independent Woman and your National membership card.

Ella Flynn and her sister left for Europe last week, for a 3 months trip through many countries. So many of our members are "abroad" this summer. Isn't it fine?

—

Alice Moore is sepnding two weeks at Fayette Lake, Idaho, in connection with the Y.W.C. A. work at a vacation camp.

—

Who do you suppose is the latest to bob her hair? Carrie Kennedy- You will fall in love with her all over again she looks so charming. Now come along, Mary Campbell, Laura Pinkston, Dr. Shields, Bessie Whittaker, Georgia Maiden, Jennie Hammond and Ann Ryan.

—

Miss Louise Booth left for the East Sunday a.m. She is visiting her home town Kansas City and then on to Monroe Michigan.

—

Mary Campbell, Carrie Kennedy, and Anne Glover spent the week end with Dr. FcGilvery at her summer home at Clear Lake. Other people speak of the unusual hot weather, but they only tell of the polly dance and the wonderful dinner Dr. McGilvery cooked.

—

Last call for Questionnaire.

FAIR TO SHOW PROGRESS OF 'WEAKER SEX' IN BUSINESS

Chicago—The day of the big business woman—a counterpart of today's big business man—is here with her appearance at the third woman's world fair.

There are but few occupations among all those engaged in by men, in which at least one woman isn't making a success.

Even the woman politician is on display with one of the leaders of the fair, Mrs. Ruth Hanna McCormick, the first feminine political boss. Others are equally successful.

Mrs. Edith Rockefeller McCormick is found as a real estate operator of some note.

Another exhibitor who has made an outstanding name for herself, is Mrs. Oro Snyder who rolled up a fortune with her candy shops.

Then there is Mrs. Eleanor Beard, who found hard times confronting her husband on his Kentucky farm as a result of the drop in wool prices after the war. She started seven years ago, with four sisters to make quilts and comforters out of the farm's surplus wool. and today between 800 and 1000 girls are working for her.

Viola Smith, former actress is found exhibiting the products of her turquoise mine.

Isabella Barclay has gained an international reputation as an antique dealer.

Mrs. McCormick, besides being a politician, actually operatees a successful dairy farm. Another farmer, Anna Grace Sawyer. is exhibiting the products of her big pansy farm.

Mrs. E. M. Statler recently joined the ranks of big business women by taking over direction of the large group of hotels, which her husband had built up before his recent death.

Women scientists have particularly interesting exhibits including one by Mrs. Edith Ware, showing her archaeological work on Egyptian, Syrian and Mesopotamia civilization.

AROUND THE CORNER

Around the corner I have a friend,
In this great city that has no end;
Yet days go by and weeks rush on,
And before I know it a year is gone,
And I never see my old friend's face
For life is a swift and terrible race.
He knows I like him just as well
As in the days when I rang his bell
And he rang mine. We were younger then;
And now we are busy, tired men—
Tired with playing a foolish game;
Tired with trying to make a name,
"Tomorrow," I say, "I will call on Jim,
Just to show that I am thinking of him."
But tomorrow comes and tomorrow goes;
And the distance between us grows and grows.
Around the corner! Yet miles away . . . .
"Here's a telegram, sir." . . .
"Jim died today!"
And that's what we get—and deserve in the end,
Around the corner I've lost my friend.

—Kansas City Business Women.

—o—

ECONOMY

She saved $4.85 by using canned milk.

They saved $87 by cutting down on their delicatessen overhead.

He saved $17 by burning less fuel.

She saved $6.75 by buying a cheaper hat.

They saved $14.80 by not going to the theater one evening.

Then they bought a car.—Minneapolis Tribune.

—o—

BEING SPECIFIC

Breathless Voice Over the Telephone): "Oh, fireman, come right away—there's a house on fire!"

Calm Voice in Answer: "Where is the fire, madam?"

B. V. Over the T.: "Right across the street!"

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Five | Oakland, California, June 18, 1928 | Number Twenty-six

NOTICE!

Will all chairmen of Committees please meet at Club House Friday evening, June 22, 1928, at 7 o'clock for important conference.

Mary Barmby,
President

—o—

TODAY

"Concernyourself but with To-day;
Woo it, and teach it to obey
Your will and wish. Since time began
Today has been the friend of man,
But in his blindness and his sorrow
He looks to Yesterday and To-morrow."

—o—

WOMEN AND JOURNALISM

At the biennial convention of Women's clubs in San Antonio recently, Frank Luther Mott of the University of Iowa said that women are working in step with men in the newspaper world.

"It is a far cry from the women writers of the time of Godey's Lady Book to the feminine journalists of today," Mott said. "In the olden time newspaper work was not for women, was considered degrading."

"Thinking women will find no better textbook than the daily paper. It is out of people that newspapers are made; it is for them that newspapers are also made."

—o—

THE EXCEPTIONAL MAN

"He's the kind of fellow who saves his straw hat with the idea of wearing it next season."

"But lots of fellows do that."

"I know; but he wears his."

HOW TO GET WHAT YOU WANT

Know what you want, want it badly enough to work for it, and then go after it.

CALIFORNIA STATE LIBRARY

Luncheon

Thursday, June 21, 1928 — 12:15 p. m.

Round Table Speakers

DR. ELIZABETH NEIL

The Flying Doctor

Has an exceedingly interesting life story to tell us

FREDA SMITH

will describe the "high lights" of her Hawaiian trip

Phone Oakland 1470 for Reservations

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Roof Garden & Flowers.....
.....Dora Cooley
Hospitality.....Mabel Little

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Mary Barmby .....Book Review
Zannette Potter .....Philomels

JUNIOR SECTION

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ART

By Herman Melville

"In placid hours well pleased we dream
Of many a brave, unbodied scheme ;
But form to lend, pulsed life create,
What unlike things must meet and mate:
A flame to melt, a wind to freeze;
Sad patience. joyous energies;
Humility, yet pride and scorn;
Instinct and study; love and hate;
Audacity, reverence. These must mate
And fuse with Jacob's mystic heart
To wrestle with the angel —Art."

The Tribune quotes the following from Nellie Burget Miller, Chairman of Fine Arts, at recent convention of Federation of Women's Clubs and asks if these sentiments are not well worthy to be bracketed with Robert Louis Stevenson's "To be gentle, to be kind," etc.

"To live finely is to discriminate between the things of passing interest, and those of permanent value; to correlate scattered information and relate it to life; to be glad to work, because it is making a life rather than a living; to live simply yet richly; to think clearly without prejudice, to love actively without condescension—all this will help us to become professional in the art of living. Whatever of beauty the heart is feeling, whatever of beauty the mind is thinking. whatever of beauty the hands are doing—this is art—and to live in conscious cooperation with the music of a living and joyous universe is to make life itself the finest of all fine arts."

NEW ORLEANS DRAWS ARTISTS

That section of New Orleans bounded by Rampart street and the Mississippi river—the Vieux Carre or old French town—is becoming a center for artists from many parts of the world.

Artists are attracted to the narrow, cobble-stoned streets by the quarter's ageing, unpainted buildings, its myriad flower-bordered patios and quaint bookshops and coffee rooms where the jet black beverage is served in cups a quarter of an inch thick. As an art in itself, Louisianians take deep pride in the preparation of their coffee.

Within Vieux Carre are haunts of many famous personages. Some of Sherwood Anderson's best stories were written in his quarters in the old Pontalba building. Jenny Lind was an inhabitant of the same neighborhood.

JUNIOR JOTTINGS

Tuesday night, June 19, an interesting social meeting will take place. Dr. Minora Kibbe, a member of the Seniors, will give us an interesting talk, the subject of which will be announced at the meeting.

Owing to the fact that there are a number of prospective members whose applications have been passed on, an initiation will be held on Tuesday night, June 26.

Harriet Bakewell,
Publicity Chairman

—o—

SMILE

Schmile und der vorldt schmiles mit you,
Laugh und der vorldt vill roar;
Howl und der vorldt vill leave you,
Und never come back no more.
Not all of us couldn't been handsome.
Not all of us haf goot clothes
But a schmile is not expensive,
Und covers a vorldt of voes.

The Pelican.

AMONG OURSELVES

The Herald would be so grateful if club members would send in a line telling where they are spending vacations, and when going, and any other items of interest in their doings. Mail to the Herald, at Club House. We are all interested to know these personal items.

Carrie Hall left Saturday for the Hawaiian Islands. with the party from Chamber of Commerce, to be gone five weeks. A marvelous entertainment is arranged, and we're only fearful that Carrie will be tempted to stay in that land of romance. A lei was woven for her at the picnic and a promise obtained not to wear her club pin when she dons the native costume.

—

Laura Pinkston has returned from the Santa Cruz Mountains but finds it necessary to recuperate for a little further time, and is staying at the home of her son, 2834 21st Ave. She will be delighted to see you if you call. Her phone is Fruitvale 5224-J.

—

The Fox Film Corporation made a feature film of Miss Phillips, our National President when she turned on the switch which illuminated Shoshone Falls, Idaho, for the first time. Let us be on the lookout for this film when it comes here.

—

Mary Belle Guber left Saturday for two weeks in Santa Cruz Mountains with the Marshalls. She looks so well she will probably be climbing the redwoods for her daily dozen.

—

How proud we are that a California woman, Mabel Walker Willebrandt, carried off the honors as the most important woman at the Republican Convention. As chairman of Credentials Committee she exhibited marked ability in debate and decision, and efficient handling of a difficult situation. Let us find more of her type to represent us.

—

Fine to see Ada Angel able to be out at the picnic, even tho she had to come on crutches. She is gaining steadily under the care of her daughter.

—

It was an ideal place for romance, by the big open fire. with the stars glimmering thro the lacy green of the trees; and Esther Snyder, our former member, now visiting her sister Bessie Wood Gustason, held us enthralled by her story-telling, giving a new and deeper meaning to Flag Day.

And didn't Mary Campbell electrify us by her clever rendition of the monologue "Tickets, Please"?

Gladys Barndollar took us far away to India and the life of a young American woman missionary, in her reading of very interesting letters.

The supper was delicious; the yells enthusiastically given, and the whole a delightful affair. Let's have more of such "get-togethers".

—o—

THE DOWNTRODDEN FARMER

"How did you find things down on the farm this summer? Crops good, I hope."

"Well. Father did fairly well on his barbecue but he just about broke even on his gasoline and oil."

—o—

THIS BIRD BELIEVES IN VOGUE OF STEEL

Jenny Wren Builds Nest More Enduring Than Straw

A special to The Christian Science Monitor from Milwaukee, Wisconsin. said:

"Maybe birds are catching the feeling of the times which call for use of structural steel even in home building. Anyway a little wren built a nest near Beloit, Wis., and in its "manufacture" used 92 separate pieces of metal, including tacks, staples, shingle nails and bits of wire. Nine pieces of wood also were used."

California wrens are just as progressive as those of Wisconsin for a pair this year built their nest and raised their family in a fuse box evidently craving electricity in their home.

BRUTE OF A HUSBAND

There's no use shooting me, Janet. The public is all worked up over aviation and you wouldn't get any space in the papers.

—o—

PRIDE OF POSSESSION

"Cook tells me you want to go out to-night, Mary. Is it urgent?"

"No, mum; it's mine."

—o—

SCRAMBLED

Batson: "I understand some of your hens have stopt laying."

Belfry: "Two of them have. anyway."

"What's the cause?"

"A motor-car."

—o—

Mrs. Brown: "Did you remember me to your grandma, Tommy?"

Tommy: "Yes, but she forgot you the next minute."

—o—

His Wife's Mother: "I hope you're being careful when you dig up a worm. Remember it can feel and think just as well as you can."

—o—

NOT TOO ORIGINAL

A young literary aspirant strode triumphantly into the office of a well-known daily paper.

"Well, did you read my poem?" he asked the editor.

"Oh, yes — long before you did," was the reply.

—o—

Jones: "My wife has been nursing a terrible grouch for several days."

Friend: "Oh, were you laid up? I think it's nice of her."

—o—

Interviewer (to big business man: "I have called to learn the secret of your unparalled success."

Big Business Man: "Just one moment, please. Are you from the American Magazine or the district attorney's office?"

—o—

Diner (trying to cut his steak): "Say, waiter, how was this steak cooked?"

Waiter: "Smothered with onions, sir."

Diner: "Well, it sure died hard."

NINETY-TWO YEARS AFTER

The Philadelphia Public Ledger recently made a reprint of its first edition in celebration of its ninety-second birthday.

The editors announced "terms to subscribers Six Cents per week payable at the end of the week." The opening editorial gave as the reason for starting another newspaper the "desire to serve the many intelligent people eager for the news who could not afford $10.00 per year for the big city press," and expressed the hope that this enterprise would "place a newspaper in the hands of every man and of every boy (the women not mentioned) old enough to read and by this means create a thirst for knowledge." The editorial also stated that the services of a "police reporter" and a news gatherer" had been obtained and that it was the intention to continue the publication for at least one year.

The Public Ledger was wide awake and far seeing from the start. In an article entitled Our Noble River, it compared the scene on the river at that time. navigation having just opened, with the ice bound port of the winter and said,—"The ice should never be allowed to accumulate; the river should never be closed; steamboats are adequate to keeep it clear and to tow vessels when the wind is unfavorable. The obstacles can be surmounted. Enterprise only is needed, and if this cannot be found our merchants must be greatly wanting in duty to themselves and the community. Why should not Philadelphia, like New York, have a great and increasing foreign trade?"

But sugar had made its appearance, a loaf being on exhibition at the Exchange. Congress in its infancy seems to have been berated even as today for the paper says, "Congress seems to be determined to fritter away its time instead of rendering it profitable to the nation—shame on such tardy legislation."

And youth, even in those good old days, was flapping its wings and worrying its elders for we find "Brandy and water, and cigars—a fast trotting horse, a pocket book with bank notes, gaming and late hours—are the rocks on which are shipwrecked many bright hopes and the fond anticipations of parents."

However the elders had one advantage in those days for according to an advertisement of the Claremont Boarding Academy, they could send their sons to a high class boarding school for $35.00 per quarter.

The "Good Intent Stage Company" advertised its "Express mail line—50 hours to Wheeling. West Va. via Post Coach and Columbia Railroad.

Benjamin Franklin's influence on the life of the city was clearly discernible in the many savings banks advertised.

—o—

HOW TO TELL THE WEATHER FROM THE VEGETABLES

Grapefruit: sudden showers
Spinach: sand storms
Bananas: slippery underfoot
Apples: bad time for doctors
Table d'hote potatoes: cold and wet
Pea soup: cloudy
Mushrooms: uncertain
Cucumbers (with ice cream): thunder and lightning
Watermelon: tidal waves
Cabbage: dull and heavy
Horseradish: biting
Red pepper: considerably warmer
Fried eggplant: unsettled
Pomegranates: confusing
Onions: rain
Prunes: the same as yesterday and the day before

H. W. H.

—o—

Dum: "What's your hurry?"
Bell: "I've an appointment with the dean."
Dum: "His office is not in that direction."
Bell: "I know it."

—o—

She: "What's the difference between dancing and marching?"
He: "I dunno."
She: "I thought so."

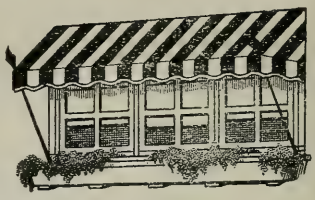
—o—

Our co-eds are so dumb they sign up for all the romance languages.

YEARS OF IT!

"This car at $2000 means real economy!"

"I'll say it would—for about 10 years!"



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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Five | Oakland, California, June 25, 1928 | Number Twenty-seven

THE BUSINESS AND PROFESSIONAL WOMEN *will enjoy*

Remar Cake

WHICH, WE ASSURE THEM, IS THE FINEST CAKE THEY EVER BOUGHT

Try One Today

Golden Sheaf Remar Co.

"The go-getter goes till he gets what he goes for,
The go-getter works till he reaps what he sows for,
He fixes a goal and resolves when he sets it,
The way to a goal is to go till he gets it."

AN EVENING AT HOME

Thursday, June 28, 1928 — 8:00 p. m.

A General Good Time
Character Analyst from Grand Lake Theatre

There will be cards for those who play;
Community Singing for those who sing;
New Yells for those who yell;
Fortune Telling for those who dare to ask the future;
Character Reading by Handwriting, for those who fear not to write;
And generally, "We've Got Your Number".
Special other features by talented members

And we may leave our purses at home;
and bring as many friends as we desire.

We are at home.

SANBORN'S FLOWER SHOP

410 - 13th St.
Opposite Tribune Tower

Everybody Likes Sanborn Service

A GENTLEMAN

A man asked to define the essential characteristics of a gentleman—using the term in its widest sense — would presumably reply, "The will to put himself in the place of others; the horror of forcing others into positions from which he would himself recoil; the power to do what seems to him to be right, without considering what others may say or think.

John Galsworthy.

CONNING HERSELF

A young girl came to the late Father Healey, of Dublin, and confessed that she feared she had incurred the sin of vanity. "What makes you think that?" asked her father confessor.

"Because every morning when I look into the mirror, I think how beautiful I am."

"Never fear, my girl," was the reassuring reply. "That's isn't a sin; it's only a mistake."

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Laura E. Pinkston....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. — OAKLAND 1470

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Vice-President.....Mabel Saylor
Rec. Secretary.....Jennie E. Reid
Cor. Secretary.....Alice Osborne
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Music .....Elsie Cross
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Activities .....Carrie Kennedy
Reception .....Josephine S. White
Membership .....Edith Bakewell
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Civics .....Helen S. Artieda
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The Pioneer Institution of the East Bay

UNLESS WE DARE.

While we are nationally minded, and even internationally, when occasion demands, we are not bereft of local pride in appropriate measure; and so we feel a more intense interest in the achievement of Amelia Earhart in her flight over the Atlantic because she spent a portion of her girlhood in Oakland. And that the inspiration of this beautiful environment had no small part in the upbuilding of her character and appreciation of the values of life, is evidenced by the following verses written by her, and published in the current number of the Survey Graphic. They were given to the publisher by Marion Perkins, who employed Miss Earhart at Boston in Social Service work, and were written by Miss Earhart after a discussion of lectures on "The Challenge of Life". A girl with such a concept couldn't help succeeding. in any attempt.

"Courage is the price that life exacts for granting peace;
The soul that knows it not knows no release
From little things:

Knows not the livid loneliness of fear,
Nor mountain heights where bitter joy can hear
The sound of wings.

How can life grant us boon of living, compensate
For dull gray ugliness and pregnant hate,
Unless we dare?

The soul's dominion? Each time we make a choice we pay
With courage to behold resistless day,
And count it fair."

JUNIOR JOTTINGS

How much the girls did enjoy Dr. Minora Kibbe's splendid talk last Tuesday night. We hope she will come to us again.

One of our former members, Viola Bradley, who is now teaching in St. Helena paid us a visit at the last meeting. We are always glad to see her and any time she is in town we hope she will drop in to see us.

Remember Initiation of new members will be held Tuesday, June 26, be sure and come.

The vacation season has arrived. Our members, Ruth and Grace Haskin, have already spent a week in Ukiah. Juanita Pearson and Luella Craig are vacationing now. Olga Hansen is spending 3 weeks at Clear Lake.

Harriet Bakewell,
Pub. Chairman.

WOMEN MAYORS IN SESSION

LIVERPOOL—The first meeting of England's women chief magistrates was held here recently.

At the invitation of Miss Margaret Beavan, the first woman Lord Mayor of Liverpool, women mayors of nine cities each wearing her official robes and chain designating a chief magistrate, met to discuss their common problems of city administration. The other four women who are chief magistrates of English cities were unable to attend due to pressure of business in their respective cities.

— o —

SOMETHING SNAPPED

Ambulance Surgeon: "What brought on the fit?"

Neighbor: "The poor fellow's new car had just been delivered, and when he came out he saw a butterfly tramping over the paintwork.

AMONG OURSELVES

Mary Campbell and Ella Saylor were elected members of the Board of Directors of East Bay Girls' Service Association for the ensuing year. Fine opportunity for such fine women there.

—

The Directors of California League B.P.W.C. had a meeting yesterday at breakfast, at Pex Blue Balcony, Berkeley, for discussion of plans, appointment of committee chairmen, etc. President Annie Woodall presiding. The Herald went to press too early to receive reports for this issue.

—

Dr. Shields and Addie Jessen represented our club at the Installation Dinner of Richmond Club, B.P.W.C. last week. They report a large attendance from clubs around the bay, much enthusiasm, a beautiful affair, and splendid time.

—

A year ago now how very busy we were with convention preparations. We can appreciate what our sisters in New Orleans are going through, and only hope they are getting as big a thrill out of it as we did, and that their efforts will meet with the same success. It's an experience of a lifetime, and how soon the little worrying things attending it fade from memory, and the big basic facts of its accomplishment stand forth. stronger and lovelier to contemplate, as a lasting evidence of the combined work of women, animated with one thought, to serve others; and in serving them, to give joy and happiness to our visitors, and build for a better and igger Oakland. and an honorable and worthy record for our club in such united effort.

—

Didn't we sing last Thursday? And didn't we yell? Georgia Maiden brought in a lot of good yells, and Alice Irwin has a fine musical one, so that we imagine ourselves bowling along through the green forests of England in our coach and four, and sounding the coach horn at stated times. We may be noisy, but they can't say we're not rhythmical and harmonious in our noise.

Dr. Neil, with a charm and individuality all her own, made us almost believe that flying is as easy as a rocking chair. She considers it the best tonic for a tired business woman. Having acquired a husband and an M. D. degree within four days of each other, and finding both satisfactory, she still longed for more worlds to conquer, and took up flying, how handling "the stick" with as much confidence as she writes a prescription, and feels quite at home when controlling a plane. Her talk stimulated other of our up-to-date members to consider flying instead of golfing for exercise.

Freda Smith's interesting story will come later, as time was scarce with so many interesting things last Thursday.

—

The Saylor girls report perfect weather every day, and complete enjoyment of their trip so far. They were in New York, and going on thro New England to Canada, and home by the Northwest.

—

Bird Wilson was the guest speaker at the meeting of the Business and Professional Women of the First Baptist Church last week.

HOTEL OAKLAND

where guests are assured every first-class Hotel Service *combined* with comfort.

Unexcelled Cuisine Convenient Location

Reasonable Rates

Management W. C. JURGENS

Bring as many guests as you like next Thursday evening. You are all hostesses, you know. Lots of amusement will be forthcoming, and no charge for anything. Let us enjoy our own home and get better acquainted.

—

Freda Smith has presented our Library with two good books.

—

Daisy Miles, Clara Stedman, Alice Irwin and Rhobie, motored to Redwood Park, in the Big Basin, last week end, enjoying to the fullest Blanche Stedman's beautiful camp on Opal Creek, surrounded by azaleas and ferns. Blanche must be a wonderful hostess from their reports and their appearance.

—

Hazel Steen has a fine collection of French prints on exhibition at the Casa de Manana Gallery. 2816 Telegraph Ave., Berkeley, under the name of L'Agence Francaise Collection. They will be there until the 30th of June, every day from 10 to 6, except Sunday. It is a beautiful selection, a joy to look over, and an excellent opportunity for obtaining something choice for one's home or for a gift, at very reasonable prices.

BLESSINGS ON LITTLE BOYS

God bless all little boys who look like Puck,
With wide eyes, wider mouths and stick-out ears;
Rash little boys, who stay alive by luck
And Heaven's favor in this world of tears.

Ten-thousand-question-asking little boys,
Rapid of hand and foot and thought as well,
Playing with gorgeous fancies more than toys,
Heroes of what they dream, but never tell.

Father, in your vast playground let them know
The loveliness of ocean. star and hill.
Protect from every bitterness and woe
Your heedless little acolytes, and still
Grant me the grace, I beg upon my knees,
Not to forget that I was one of these.

Arthur Guiterman.

—o—

A SUBLIME SPECTACLE

It is truly a sublime spectacle when in the stillness of the night, in an unclouded sky, the stars, like the world's choir, rise and set, and as it were divide existence into two portions,the one belonging to the earthly, is silent in the perfect stillness of the night; whilst the other alone comes forth in sublimity, pomp, and majesty. Viewed in this light, the starry heavens truly exercise a moral influence over us. Who can readily stray into the paths of immorality if he has been accustomed to live amidst such thoughts and feelings, and frequently to dwell upon them? How we are entranced by the simple splendors of this wonderful drama of nature!

Wilhelm von Humboldt

— o —

NOTHING UNDER THE PLATE

Sandy: "My son writes that he is in a tight place."

Jock: "What's the trouble?"

"He's a waiter in Edinburgh."

THE REFRAIN FROM SPITTING!

Three Irishmen who had been in this country but a short time attended a musical program. The first one said, "What is that piece they are playing?"

Number two answered, "That is "The Six Steps of Lucy'."

"You're all wrong," said number three. "It is 'The Devil's Song' by Faust."

"It tells on that card up in front," said number one. "I will go see." He made his way down the aisle, looked at the card and came back with this declaration, "You're both wrong. It is the 'Refrain from Spitting."

— o —

"Will you be using your lawn mower this afternoon?"

"Yes, I shall."

"Good! Then you won't want your tennis racket—I've broken mine."

— o —

She: "What mountain is that over there?"

He (shortly): "I don't know."

She: "Charles! You don't love me any more! On our honeymoon you used to know everything."

— o —

Father (awaiting news): "Well, nurse, will it use a razor or a lipstick "

— o —

Too Modest To Include Leap Year

New Yorker (incredulously): "And you mean to say that in California you have three hundred and sixty-five days of sunshine a year?"

The Man from Los Angeles: "Exactly so, sir, and that's a mighty conservative estimate."

— o —

Tramp: "Ave yer a good meal ter give a 'ungry chap, ma'am?"

Lady: "Yes, I have. And he'll be home presently, so you'd better be off quickly."

— o —

To Whom It May Concern

Agatha: "Do departing cooks ask for a reference nowadays?"

Harriet: "No, they request letters of introduction."

— o —

Anxious Mother: "And is my boy really trying?"

Weary Teacher: "Very."

Judge: "And you really carried out this theft by yourself?"

Accused: "Yes, your honor; nowadays there is no one left whom one can really trust."

— o —

WHALE OF A DIFFERENCE

The supervisor of a Western railroad received the following note from one of his track foremen:

"I am sending in the accident report on Casey's foot when he struck it with the spike maul. Now, under "Remarks,' do you want mine or do you want Casey's?"

— o —

Gerald: "You've got a pretty mouth."

Geraldine: "Thanks, but you should have seen the one I had yesterday. I had such good luck with it!"

Emilie J. Edmonds

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Five | Oakland, California, July 2, 1928 | Number Twenty-eight

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CLOTH COATS, WOOL SPORT FROCKS AFTERNOON AND EVENING GOWNS

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IN SYMPATHY

In the sudden passing of Mrs. Little, the mother of our faithful member Mabel Little, the entire club membership feels the loss, as she was so often with us; indeed, the last time she left the home was to attend our picnic supper. Loving and kindly to all, she will live in our memory like a benediction, blessing our united efforts, and leading us to serener heights.

The world carries us more than a million miles every day with no transportation to pay and yet some grumble because they never go anywhere.

SAVE THIS CALENDAR FOR JULY

LUNCHEON

THURSDAY, JULY 5, 1928, 12:15 P. M.
INDEPENDENCE DAY PROGRAM
BUSINESS MEETING

DINNER

THURSDAY, JULY 12, 1928, 6:15 P. M.
SPEAKER: **MR. CARLOS WHITE**
Subject: "City Manager"—What does it mean?

ROUND TABLE LUNCHEON

THURSDAY, JULY 19, 1928, 12:15 P. M.
SPEAKER: **BESSIE WOOD GUSTASON**

AFTERNOON TEA, SUNDAY, JULY 22, 1928

3 to 5 P. M. Club House

ANOTHER PICNIC

THURSDAY, JULY 26, 1928, 6:30 P. M.

At the same place, Live Oak Park, Berkeley.

Drive out Shattuck Ave. a few blocks north of University Ave.

Take No. 4 street car to Summer St., and walk west three blocks.

Take No. 6 street car to Berryman St. and walk east two blocks.

Phone reservations for each occasion, Oakland 1470

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A FOURTH OF JULY WISH.

If you had but one wish for your child, what would it be?

Edgar Guest, in the July American, says:

"If I can have only one wish for my boy, it is this: That all his life he shall love his country."

And he explains that to mean something more than cheering the flag on the 4th of July, or singing patriotic songs with the crowd. It is to feel that patriotism is a personal responsibility, all the time, not only once a year. "I want him to look upon his country as he looks upon his mother and me. We are not perfect; we have our faults. But he loves us for the good that is in us, and because we give him love, protection, and a home.

"I don't want him to cheer the flag, and then go out and break the first law which interferes with his own notions.

"I want him to respect other nations, just as I want him to respect the neighbors who live on our street. It is not patriotism to denounce everything that is foreign. **Nobody has a monopoly on high thinking.**

"I hope he will ever strive to be all that is implied in the phrase 'a good American citizen'. I trust that he will vote regularly and pay his taxes ungrudgingly. I want him to obey his country's laws even though he may not entirely approve of them.

"I want him to be willing to die for his country, if need be, but, day by day, I want him to be willing to LIVE for it.

"The best patriotism is to be, one hundred per cent a good citizen."

JUNIOR JOTTINGS

Tuesday evening, July 17, at 6:00 P. M. the members will enjoy a swim at the Y.W.C.A., afterwards the girls will have dinner together. Save the date and come.

The following new members were initiated into the club: Laura Carter, Amy Wickland, Neona Lindquist, Alta Russell, Alice McMaster, Emily McMaster, Ethel Furtado, Florence Kohler.

Board members will hear in mind the dinner date with the Senior Board on July 9.

Watch this column for numerous surprises and interesting events to be held soon.

Regular business meeting August 7.

Harriet Bakewell,
Pub. Chairman.

—o—

CORNERED

Alice: "I told Dick the truth."

Virginia: "Then what's worrying you?"

"Now. I gotta lie out of it!"

THE BUSINESS AND PROFESSIONAL WOMEN

will enjoy

Remar Cake

WHICH, WE ASSURE THEM, IS THE FINEST CAKE THEY EVER BOUGHT

Try One Today

Golden Sheaf Remar Co.

MEMBERSHIP CAMPAIGN

Better Business Women for a Better Business World.

Only by greatly increasing our membership can we hope to grow and have a larger and broader contact with representative women.

This necessarily will increase our revenue which is very urgent in view of important financial matters to be taken care of later in the year.

All members are asked to serve the Club by bringing in at least one new member this summer. No dues will be collected until September first. Initiation fee of $15.00 must accompany applications. Send all communications to our Club Home, 1608 Webster Street.

On July 22, Sunday, a tea will be given in honor of our new members and prospective members. We are all to be hostesses on that delightful occasion.

This is your Club. Use it. Enjoy it. Share it. Get acquainted. Bring prospective members. Save the date, Sunday, July 22, from 3 to 5 p. m.

Start now. Bring in Your Prospect.

AMONG OURSELVES

Alice Burnell and her sisttr are motoring through the southern part of the state, as far as San Diego.

—

Everybody seemed to have a happy time at the Thursday evening at home. How lovely the auditorium looked, and how cosy. Elsie Cross's singing of period songs in costume was a delightful surprise, and Mrs. Harrington, a lecturer at Ebell, charmed everyone with her little talk on "Personality". Freda Smith was most entertaining in her description of her visit to Hawaii, the interesting features of life there, and her entertainment by the B. P. W. C. of Honolulu. Community singing, cards, palmists and various other seers made the time pass all too quickly. And did you ever see, or taste, such alluring sandwiches? Everybody is asking for another evening at home.

—o—

A Scotch preacher had been abroad and when he came back he was preaching to his congregation on the marvels he had seeen, he wound up with this "And the same Creator who made the vast ocean made the dewdrop. The creator who made the mountain made the pebble. Yes and the same Creator who made me made a daisy."

HOTEL OAKLAND

where guests are assured every first-class Hotel Service *combined* with comfort.

Unexcelled Cuisine Convenient Location

Reasonable Rates

Management W. C. JURGENS

Customer—The menu, please, waiter.

Waiter (with dignity) — There are no menus at this establishment, sir, our chef is at present studying you, and he will create especially for you in accordance with what is suggested to him by his reactions to your personality.

—o—

Allendoerfer—The more I read, the less I know.

McElroy—Apparently you have done a great deal of reading.

Colonial Cafeteria Co.

Phone Lakeside 1806
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Oakland - California

COPPER SHOP

A Shop of Original Gifts

Copper
Greeting Cards
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Novelties

Mrs. B. G. Whitaker

Franklin at 19th St.; Oakland

NOTICE

There will be no more issues of the Herald in the month of July, and no other notice of meetings, unless some special occasion arises. in which event notices will be sent by mail. So save this issue for the month's calendar, and phone in your reservations for meetings as usual.

In the case of the picnic, if you do not get your reservation in early enough, come on out to the park, anyhow, but bring your lunch with you. There will be plenty of coffee.

At the business meeting our President would like all Chairmen of Committees to be prepared with reports. There is always interesting business demanding your attention at these meetings.

Keep in mind the date of July 12th. and bring the men members of your families, as well as your women neighbors. This movement for a City Manager is to be brought up for our voting, and we, as a Service Club, are expected to be well posted on the subject, and to take our part in assisting the Lions Club, who sponsors the movement, and in co-operation with the other Service Clubs in educating the voters.

No word is needed to tell you how interesting will be Bessie Wood Gustason's story, at the Round Table meeting of July 19th,

And the Picnic! ! ! Flossie Warner is planning some great stunt, and Miss Palmer promises another delicious supper

—

Dr. Shields left Monday morning for the National Convention at New Orleans, as our delegate. She will leave her mother with her daughter to visit relatives in Denver, joining the Colorado delegation for the rest of the trip. The Berkeley delegates, with Miss Woodall, State President, will visit the Grand Canyon en route. Delegates are going from Alameda, San Francisco, San Jose, and Eureka, Mrs. Pettengill of that club staying on for the "Good Will Tour" in Europe. So California will be represented on that wonderful trip. Delegates will also go from Busanpro Club in Los Angeles, making a total of 13 delegates from California. Not a bad representation, considering the distance, and the heat of the trip. We can picture the excitement and the fun in interesting New Orleans. We can also picture the steady, faithful work that will be done, and are glad to have such splendid representatives from our State.

—

MARRIED

On Saturday, June 30th, at Mark's Episcopal Church in Berkeley, our beloved Auditor, Faye Otis, to Homer Buckley, Deputy City Attorney of Oakland.

They left for a trip of two or three weeks Among the promises they made that interest us particularly are, that Mr. Buckley will not take Faye away from the club, and that Faye will continue to be a business woman.

ORA EGAN
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Sacramento, Cal.

BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Five | Oakland, California, July 30, 1928 | Number Twenty-nine

The Gray Shop

Final Clearance

Drastic Price Reductions
For Immediate
Close Out of
All Remaining Spring
and Summer Apparel

Oakland — 1502 Clay Street
Berkeley — Univ. & Shattuck
Long Beach, California

SAVE THIS CALENDAR FOR AUGUST

LUNCHEON
THURSDAY, AUGUST 2, 1928 at 12:15 P. M.
Regular Business Meeting

DINNER
THURSDAY, AUGUST 9, 1928 at 6:15 P. .M
Welcome Back From Convention Dinner
—Speakers—
DR. LILLIAN SHIELDS
and
MISS ANNIE WOODALL

ROUND TABLE LUNCHEON
THURSDAY, AUGUST 16, 1928, 12:15 P. M.
Speaker—MISS JENNIE E. HAMMOND
Special Entertainment

THURSDAY, AUGUST 23, 1928, 8:15 P. M.
Speaker—SELINA E. LEWIS
To read the play — A Shanghai Gesture
(instead of Lazarus Laughed, as previously reported)

Surprise! THURSDAY, AUGUST 30. 1928.
Come and see!

IN SYMPATHY

As all our club members knew Eva Stromberg's Mother, all can join in the feeling of sympathy and love for our bereaved member. Miss Stromberg's Mother passed from us week before last at their home, 19 Estrella Avenue in Oakland. Eva Stromberg is one of our members of long standing and we extend our deepest sympathy to her.

EXCHANGE

From Kansas City comes "The Kansas City Business Woman" a monthly production in real book form, full of the doings of an up to the minute club. Their motto is "Better Business Women for a Better Business World."

—o—

Helen Wills, has won every tennis tournament in which she participated in the Continent. California weather must have a tonic effect on its native daughters.

NOTICE

The Entertainment Committee would like to have all those who have not paid for their "Spring Series Entertainment" tickets, to please do so before August first. The next entertainment is to be Augut 23rd.

—o—

Speaking of modern "best sellers", the Druggists' Research Bureau, reports that tooth-paste leads all the rest.

BUSINESS WOMENS HERALD

Official Publication of the

BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

Laura E. Pinkston....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. — OAKLAND 1470

Issued every Monday in the interests of the Business and Professional Women's Club

Subscription Price $1.00 per year

Entered as second class matter, Jan. 17th, 1927, at the post office at Oakland, California, under the Act of March 3, 1879.

OFFICERS

President.....Mary Barmby
Vice-President.....Mabel Saylor
Rec. Secretary.....Jennie E. Reid
Cor. Secretary.....Alice Osborne
Treasurer.....Ida G. Swift
Auditor.....Faye Otis

Miss Emma Palmer
Executive Secretary
1608 Webster St., Oakland 1470

DIRECTORS

Ella Saylor
Dr. Luella Swauger
Martha Holmes
Freda Smith
Jean Baird
Suzanne Chalmers

CHAIRMEN

House.....Isabelle Dingwall
Decorations.....Anna Ihrig
Finance.....Suzanne M. Chalmers
Service Clubs.....Carrie E. Hall
Music .....Elsie Cross
Program .....Bessie W. Gustason
Activities .....Carrie Kennedy
Reception .....Josephine S. White
Membership .....Edith Bakewell
Personnel.....Floss M. Warner
Civics .....Helen S. Artieda
Emblem.....Bessie Whitaker
Publicity.....Bird M. Wilson
Health.....Dr. Minora Kibbe
Parlimentarian & Revision.....Eloise Cushing
Roof Garden.....Leah Brunquist
Hospitality.....Mabel Little

SECTION CHAIRMEN

Book Review.....Hermine Kruger
Elizabeth Clow.....Past Officers
Zannette Potter .....Philomels

JUNIOR SECTION

Viola Bocca .....President
Alice Moore .....Advisor

Oakland Crematorium and Columbarium
Mrs. Teresina B. Morgan, Mgr.
Howe and Mather Sts., Oakland
The Pioneer Institution of the East Bay

BUSINESS IS GOING UP!

Aeroplanes certainly are increasing the trend of business in six directions at least—east, west, north, south, up and down.

Speaking of up and down, a seventy-five story building is to be erected in Chicago soon to cost $45,000,000 and to contain a virtual city within itself. It is to be built over the Illinois Central Railroad tracks and will stand 845 feet above street level, 70 feet higher than the Woolworth Building in New York City and second in height only to the Eiffel Tower in Paris. It will have a rentable space of 4,560,000 square feet, besides being the center of the apparel industry in Chicago.

Two convention halls three floors high will be on the ground floor, as will shops, a restaurant, and other business eestablishments.

Floors from the fifth to the twenty-third will be devoted to the Apparel Mart.

The twenty-fourth to the forty-sixth floors will be devoted to the office space.

The next twenty-four floors will house 1,020 hotel rooms, and the top floors will be used by three clubs all associated with the apparel industry.

Just imagine having a city built over eight hundred feet in the air. If the high buildings keep getting higher the poor folk who must live near the street will have to consider themselves living in the underworld—what?

JUNIOR JOTTINGS

A surprise awaits our member, Madeline Nelson Nash when she next appears at a club meeting. She acquired a husband and didn't even tell us!

—o—

Tuesday evening, August 7, we are playing hostess to a boys club from Berkeley. Bring flowers and food girls for this auspicious occasion and wear light dresses and smiles!

—o—

August 10, another dance, a Back to School Days Dance. Wear ginghams. Juanita Pearson is chairman.

—o—

We voted unanimouly to put on a fall play under the direction of Mr. Barney Davis. Cooperation of the whole club will be necessary to make it a complete success.

—o—

NOTICE

Mrs. Moffat, one of our former members, writes of her change of address, near Columbia University, 936 West End Ave., New York City, Apt. 6-E.

THE BUSINESS AND PROFESSIONAL WOMEN

will enjoy

Remar Cake

WHICH, WE ASSURE THEM, IS THE FINEST CAKE THEY EVER BOUGHT

Try One Today

Golden Sheaf Remar Co.

AMONG OURSELVES

Stop me if you've heard this: We Juniors of your B. P. W. C. are "getting up" THE HERALD this month. On with the fan letters!

—

Suzanne and Margaret Chalmers went to Fallen Leaf for a few weeks, and were soon followed by Betty Clow, Flossie Warner and Bird Wilson. Who says it will be a quiet time?

—

Mary Campbell and Carrie Kennedy have been resuscitating on a big fruit ranch at Niles.

—

Don't forget the business meeting luncheon on August 22nd, girls. What's a business meeting without every member?

—

We are sorry to report that Laura Pinkston has been directed to remain quiet for some weeks longer. But she can see her friends, and keep in touch with club affairs through them. 2932 E. 16th Street. Phone Fruitvale 1396-J.

—

'Member when one of the first cafeterias started up in Oakland? Then of course you remember that our own Jennie Hammond started it. And she's been starting things ever since. If you're interested in "good stories" be sure to come and hear all about "how" she did it on August 16th — everybody come and applaud.

—

Who is there to say our tea tea wasn't a success — not a soul—it went over—and do we need doubt that very shortly we shall see the club house fairly overrun with bran new members? Indeed we do not! It was an excellent idea.

—

The Saylor Girls are back again—Have you noticed how rested and care free they look? Let's have a story of your trip, girls.

—

'Member those tickets we bought in the Spring for the special entertainment series? Well, your last chance to use your card is Augut 23rd—when Selena Lewis, dramatic reader, will give "The Shanghai Gesture", the play that has been so much talked of. This is in place of "Lazarus Laughed". Mrs. Lewis felt we would enjoy it more. Let's see everyone turn out and bring your friends.

—

Were we pleased to see our own Willie May Bridge back again after the advent of a new daughter? Don't ask foolish questions! We always appreciate prospective members, you know — so welcome to another club baby—long may she coo!

—

August 30th, as you will know if you look at your calendar, is the fifth Thursday in August, so a special program has been arranged. You'll want to come we know. We don't want to spoil the fun, so it's a dark secret. If you're good we might let out a little tiny bit later.

—

Ever seen a million dollars worth of good health? Then you ought to see Alice Osborne since she returned from her vacation! That "school girl complexion" all over again.

—

Zannette Potter has been appointed Director of Music in the San Leandro High School for the coming year.

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where guests are assured every first-class Hotel Service *combined* with comfort.

Unexcelled Cuisine Convenient Location

Reasonable Rates

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Mrs. B. G. Whitaker

Franklin at 19th St.; Oakland

Another vacationer, Jean Baird, returned looking well and happy. There's something about this vacation business that brings everyone back looking fit for a king.

—

Lea Brunquist is now a vacationite in the Tahoe region. We'll be looking for those fat cheeks when she returns.

—

Elizabeth Clow has given several sets of reference books to our Club Library recently.

—o—

BOOK REVIEWS

The first of the Fall and Winter Book Reviews will be held Saturday afternoon, September 15, 1928. Come, for a delightful program is being arranged.

FLORENCE M. KING EDUCATIONAL FUND

It was in March, 1925, very shortly after the death of our well-beloved member Florence M. King, that this Fund was started. It has moved along steadily, lending money to various young girls to help them complete a business course and to qualify for a position to earn their own living.

Since the first appeal for contributions from our members to establish this Fund on a solid foundation three years ago, nothing further has been asked. Now, however, our funds are running low as the money is all out with the pledge and we are looking for more. Our President, Miss Mary Barmby is going to give the trusteees a few minutes at an early meeting, when your contributions will be asked for. Please give this worthy matter a little thought and we know that your donations will follow. Should you wish to send in a check now, please address it to any of the trustees mentioned here, in care of the club, and we assure you we will appreciate it. Luella Stone Swanger, Claudine De Toy, and Hermine L. Kruger, trustees.

—o—

DESERT LURES MEMBER

Mrs. Elsie O'Stolz, of the "Yellow Lantern Art Shop"—reports having had a very delightful trip to the desert this last week.

When early California history was being made two explorers started to cross the country from Paso Robles and the heat waves made them think there were hill in the distance, but this is a trick of the heat waves, so after much tramping they founded the town of Lost Hills.

This once thriving little city is now quite a deserted village as most of the oil leases are closed down, owing to overproduction of oil. This part of the desert is not the home of cactus, as in other parts of California; the only growth just now being sage brush.

One wonders what the lure of the desert is—but the air is so delightful, the sunset so beautiful and the rising moon so romantic, it is easily explained.

Ladies! 'Tention! Once a year our National Federation of our honorable Business and Professional Women's Clubs have their convention. This year as you all know it was held during the month of July, in New Orleans. Was it hot? Just ask our delegate! Was it nice? Just ask our delegate! Has she any news? Just wait and see! August 9th is the day for the Convention dinner and our own Doctor Shields is going to give us her general idea on this delegation business. (Remember she was the State League B.P.W.C. President last year). And Miss Annie Woodall, of Berkeley, President of the State League this year, and elected second Vice-President of the National Federation B.P.W.C. at the recent convention in New Orleans will be there. Just imagine the honors California is drawing to herself! The dinner will be a "welcome home again" affair and a gala event.

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CALIFORNIA STATE

CALENDAR FOR SEPTEMBER

LUNCHEON

Thursday, September 6, 1928, at 12:15 P. M.
Regular Business Meeting, and
Voting on Opening of Cafeteria.
Demonstration of Dial Telephone

DINNER

Thursday, September 13, 1928, at 6:15 P. M.
Speaker—FLORENCE DRAKE LeROY
Subject—"**Jewelry Through the Ages**"
Sounds fascinating, doesn't it?

ROUND TABLE LUNCHEON

Thursday, September 20, 1928, at 12:15 P. M.
— Speakers —
FAYE OTIS BUCKLEY — FLOSSIE WARNER

ENTERTAINMENT

Thursday, September 27, 1928, at 8 P. M.
ALINE BARRETT GREENWOOD,
in Current Review
First entertainment of the Fall Series

BOOK REVIEW

The first meeting after vacation will be held on Saturday, Sept. 15th, at 2 o'clock. Mrs. Jennie Reid will give the Current Events, and Mrs. Mitchell, of Sather Gate Book Shop, will review late books and give us a bit of her delightful story-telling. So a real treat is again assured.

Luncheon will be served at 1 o'clock of that day for those who care to come, in our own rooms. Phone Miss Palmer if you can come for luncheon.

FLORENCE KING EDUCATIONAL FUND

The Trustees are delighted to report that at the meeting on the 17th club members pledged a total of $220 annually for this fund. But 22 members are subscribing this amount. We know there are many more that would like to be among the number. Hardly any loan is asked of less than $75, and often much more is required to be of any real use to a girl. It doesn't take long to use up $200 this way. So let's not wait to be asked again, but send in our names and subscriptions to Hermine Kruger, 563 16th St. This is one of the things we most desire to do, to help girls to become better educated business women.

—o—

If you don't want people to know what you think, lay off tellin' 'em. If you don't want 'em to know what you do, lay off doin' it.

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Laura E. Pinkston....Editor & Bus. Manager
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Parlimentarian & Revision.....
.....Eloise Cushing
Roof Garden.....Leah Brunquist
Hospitality..... .....Mabel Little
International Relations.....
..... Dr. Lillian Shields.

SECTION CHAIRMEN

Book Review.....Hermine Kruger
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The Pioneer Institution of the East Bay

THE MOST IMPORTANT EVENT

In the last week occurred an event more far-reaching in its possibilities than anything since the records of history have been written, more promising for the advance of civilization, more potent for human good, and that was, the signing of the treaty to outlaw war by 15 of the most prominent nations of the world.

The rapidity with which other nations are hastening to sign it, in response to the invitation to do so, warrants the prognosis that it will be the universal agreement among civilized peoples that no more shall war be resorted to in the settlement of disputes.

So at last the war is ended! At last every mother's heart is freed from that haunting fear, as her cherished boy grows to manhood! At last we may rejoice that the intelligence of the statesmen of all nations is directed unselfishly toward universal good, rather than individual advancement of one nation! And may we, without arrogance, but with humility to appreciate true greatness, be grateful that one of our own officials, chosen to serve his country, has been able to forward the idea to such splendid fruition for all countries.

WOMEN IN BUSINESS

With a large number of male competitors to be vanquished, Miss Gladys A. Taylor has won the position of assistant advertising manager of the United Fruit Company.

The only large and important Chamber of Commerce in America to have a woman president is that of Corpus Christi, Texas, where Mrs. Lorina J. Spoontz holds the office. She has a three-million dollar plan on hand for beautifying the city's waterfront and building a municipal airport.

Everybody knows that chain of large hotels called the Statlers. When Mr. Statler died last April, the responsibility for that great enterprise passed to the shoulders of his wife, a young woman of thirty-five, who is now one of the most important women executives in the world.

The nomination of Miss Genevieve R. Cline to be a Judge of the United States Customs Court was confirmed by the Senate before its recent adjournment.

THE BUSINESS AND PROFESSIONAL WOMEN
will enjoy
Remar Cake
WHICH, WE ASSURE THEM, IS THE FINEST CAKE THEY EVER BOUGHT
Try One Today
Golden Sheaf Remar Co.

OUR NEXT SERIES

We have arranged another series of entertainments, as the last were so satisfying. They begin on Thursday, Sept. 27th, with Aline Barrett Greenwood, in her famous Current Review. As busy women we are not privileged to hear Mrs. Greenwood elsewhere, as she always speaks in the daytime. But this is a special favor to us.

On October 11th The Throstles will charm us with a Costume Program of Old Songs. The Throstles are none other than Anna Young, Patricia Morbio, and Dorothy Crawford, in a program charming, witty, and appealing.

Nov. 22nd Mr. Sheriden Bickers, Anglo-Canadian Playwright, Publicist and Critic, will tell us of the Practical Value of Astrology in Business and the Home. Plenty of Point, punch, and humor.

January 31st next, Mr. Sidney Landon in Literary Impressions. This is not merely a review by a great reviewer, but impersonation of the famous writers, so that they live before our eyes, as well as hearing their ideas.

And last, but not least, of the series, on February 28th, Mr. and Mr. Michitaro Ongawa, in The Drama, Dance and Music of Japan.

Isn't the whole list entrancing? And aren't we favored ourselves in having these splendid attractions in our own club home, and have we not a privilege in presenting them to our friends, also?

Tickets for the entire series only $4.00. Single tickets $1.00.

Elsie Cross is chairman of the committee arranging this series, assisted by Jean Baird, Josephine Holly, Sue Bradley, Josephine Swan White, Helen Burton, Helena Gamble, Georgia Maiden, Dr. Post, Ella Saylor, and Carrie P. Kennedy.

We hope to bring many interesting people before our club members and friends who would not otherwise appear in Oakland.

HOTEL OAKLAND

where guests are assured every first-class Hotel Service *combined* with comfort.

Unexcelled Cuisine Convenient Location

Reasonable Rates

Management W. C. JURGENS

WOMEN WORTHY OF FAME

Just imagine—the women in business have reached such a height that a "Who's Who" is to be published, made up of eleven western states, with a large number of our own East Bay women to be included in the biographical book. These women whose names will appear in the publication are credited with having done something of a creative, constructive or "outstanding" nature in the progress of their community. Is there any wonder we feel inspired with eminent women at our very doors?

JUNIOR JOTTINGS

Tueday, Sept. 4, all members are urged to attend the important business meeting.

The Ship Ahoy Dance, with Frances Kofoed as captain for the affair is to be on Friday, Sept. 14. Come.

Prospective members will be entertained at a Social meeting on Tuesday, Sept. 18. A speaker of real interest is to be obtained for the evening. Ask prospective members to be your guests for the evening.

An unavoidable delay has caused tryouts for "Peek-a-Boo Lady" to be late. Members are asked to be prepared to tryout at any time they maybe called.

Harriet Bakewell,
Pub. Chairman

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Oakland - California

Bessie Wood Gustason
(Bessie J. Wood)
A Woman Undertaker
2850 Telegraph Ave.
Phone Lakeside 49

ARE YOU A DOUBTER?

How do I know there's a Living God?
How can I doubt there's one?
From the bird's first song in the morning
To the setting of the sun.

Did you ever pause in the Redwoods
And feel the stillness around
Like the sacredness of a cathedral
With scarcely a noise or sound?

Have you ever watched the sunbeams
Piercing the branches there,
Or watched the deepening shadows
In the cool of the evening air?

How straight and tall these Redwoods stand
Looking towards the sun;
How do I know there's a Living God?
Why—how can I doubt there's one?

Just look at the sky at sunrise
From the topmost hill of them all;
Or glance in the heart of the pinkest rose
Inside the garden wall.

How can YOU be a doubter
If you've looked down the canyon deep
Or beheld the beautiful colorings
On yonder rocks so steep?

Then when night o'ertakes us
And the stars come forth to shine,
It' not the handiwork of man,
It's something just Divine.

You ask how I know there's a Living God?
Why—how can I doubt there's one?
When I see these things in nature
Which are all so perfectly done?

Frances Addeene Marshall.

—o—

AMONG OURSELVES

Welcome to The Belfast Linen Shop, conducted by Mrs. Carroll, formerly of 15th St., who has taken a lease of one of our stores. Her lovely display will be a feast for our eyes as we go up stairs for a cafeteria feast.

—

Sorry space forbids account of Quarterly Meeting at Berkeley of State League. Such interesting convention reports from the various delegates. But with but one issue of the Herald a month accounts of past meetings of club and League are necessarily forced out. So we will simply have to attend all meetings to find out the good things.

—

Whoopee! Hurrah! The Directors will recommend to the club that our Cafeteria be opened again on Sept. 15th. This will be voted on at the business meeting next Thursday. Everybody's wishing for the good food, the homelike place, and the friendly chats with each other.

—

Didn't the Juniors do us proud as well as themselves in getting out the last Herald? It's fine to have their organization so ready to assist us whenever needed, in so many ways, and so capable.

—

The vacationers have about all returned. What interesting stories they can tell! Devota Fisher flew by air mail plane, having breakfast in Oakland and lunch in Seattle, joining friends on a motor trip then along the Cariboo Trail into the wilds of Canada. Alice Zwillinger had a wonderful time studying under famous Russian ballet masters. Eleanna Mainhood enjoyed the Redwood Highway, and on to Glacier Park. Mrs. Guber and her daughter, Mrs. Marshall, reveled in the redwoods, with the result the poem appearing in this issue. Wouldn't it be fine to hear from all the vacationers?

Phone Oakland 4955
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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Five | Oakland, California, October 1, 1928 | Number Thirty-one

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CALENDAR FOR OCTOBER

LUNCHEON
Thursday, October 4, 1928, 12:15 P. M.
Business Meeting
Interesting Reports

ENTERTAINMENT
Thursday, October 11, 1928, 8 P. M.
The Throstles,
A Costume Program of Old English Songs
(Second of our series)

BOOK REVIEW
Saturday, October 13, 1928, 2 P. M.

ROUND TABLE LUNCHEON
Thursday, October 18, 1928, 12:15 P. M.
Speaker — MARY CAMPBELL

SPECIAL LUNCHEON
Thursday, October 25, 1928, 12:15 P. M.
Speaker — NANCY BARR MAVITY
Poet and Novelist and Feature Writer for Tribune

CARD PARTY
Friday, November 2, 1928, 8 P. M.

EXTRA! EXTRA!

Membership Committee will meet every Monday, 12:15 to 12:45, in Lunch Room. Suggestions invited. All members welcome.

E. M. Bakewell, Chairman

—o—

— ATTENTION —

Your correct address and telephone number are needed for Club records. Kindly notify Secretary whenever a change of same occurs.

IN MEMORY

It is not often that death enters the rank of our members, but on Sept. 10th it took from us Mrs. Minnie Dearborn. She has been connected with the Highland Hospital and Alameda County Hospital for the last ten years. Her illness was very brief, and her death most unexpected. Our hearts are sorrowing with her family and friends, and our deepest ympathy is theirs.

CARD PARTY

Friday evening, Nov. 2nd — Bridge and Whist. The Activities Committee are planning a very nice affair, with a multitude of prizes, delicious refreshments and a general good time. Begin practicing up right away. We haven't had a card party for an age!

—o—

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BUSINESS WOMENS HERALD

Official Publication of the

BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

Laura E. Pinkston....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. — OAKLAND 1470

Issued every month in the interests of the Business and Professional Women's Club.

Subscription Price $1.00 per year

Entered as second class matter, Jan. 17th, 1927, at the post office at Oakland, California, under the Act of March 3, 1879.

OFFICERS

President.....Mary Barmby
Vice-President.....Mabel Saylor
Rec. Secretary.....Jennie E. Reid
Cor. Secretary.....Alice Osborne
Treasurer.....Ida G. Swift
Auditor.....Faye Otis

Miss Emma Palmer
Executive Secretary
1608 Webster St., Oakland 1470

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Ella Saylor
Dr. Luella Swauger
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Jean Baird
Suzanne Chalmers

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Decorations.....Anna Ihrig
Finance.....Suzanne M. Chalmers
Service Clubs.....Carrie E. Hall
Music .....Elsie Cross
Program.....Elsie Cross
Activities .....Carrie Kennedy
Reception .....Josephine S. White
Membership .....Edith Bakewell
Personnel.....Floss M. Warner
Civics .....Helen S. Artieda
Emblem.....Bessie Whitaker
Publicity.....Bird M. Wilson
Health.....Dr. Minora Kibbe
Parlimentarian & Revision.....
.....Eloise Cushing
Roof Garden.....Leah Brunquist
Hospitality..... .....Mabel Little
International Relations.....
..... Dr. Lillian Shields.

SECTION CHAIRMEN

Book Review.....Hermine Kruger
Elizabeth Clow.....Past Officers
Zannette Potter .....Philomels

JUNIOR SECTION

Viola Bocca .....President
Alice Moore .....Advisor

Oakland Crematorium and Columbarium
Mrs. Teresina B. Morgan, Mgr.
Howe and Mather Sts., Oakland
The Pioneer Institution of the East Bay

CONGRATULATIONS

Congratulations to the Women's City Club on the achievement of their cherished dream, the completion of the beautiful club house. It stands as a monument to the ability of organized women, and will give inspiration and joy and comfort not only to the members of the club that built it, but to all women who aspire. We who have worked, and worked, and worked to acquire our own building, know full well the value of every hour of endeavor, every thought and plan, as well as every dollar in money, that went into its construction. May it pay frequent and lasting dividends, in the joy of association, the appreciation of co-operation, and the confidence and trust in one another united for the common good.

AMONG OURSELVES

In our club family additions do not come as twins, or triplets, or even quadruplets, but by the dozen. The members who have come to us since vacation are:

Mrs. Eva M. Miller, Office Mgr. Sacramento Short Line.

Mrs. Anita Sexton, Asst. Buyer & Mgr. Whitthorne & Swan.

Mrs. Ruth H. Richardson, Nurse, Public Health Center

Miss Edna Buxton, Office Mgr. The Magnavox Co.

Mrs. Anna Bouhaben, Owner, Union Pacific Laundry Co.

Mrs. Anna P. Kennedy, Librarian, Public Health Center

Mrs. R. G. Hunter, Mgr. Business Service, Armstrong College

Mrs. Lota Mitcheltree, Alameda County Library

Dr. Mae G. Lineker, Optometrist.

Dr. Helen A. Moore, Physician to Children.

Mrs. Irma O'Rourke, Office, Bedell Co.

Miss Aino Malinen, Office Mgr. Columbia Phonograph Co.

Miss Elizabeth McKenzie, Surgical Nurse, Merritt Hospital

Mrs. L. Perata, Secy. International Institute Y. W. C. A.

Mrs. Jessie M. Phillips, Asst. Buyer Cloak Dept. at Capwell's

Mrs. J. A. Peters, Dept. Mgr. The Venus.

When you notice these names on their badges at the meetings, don't wait for introductions, but make yourselves known and welcome them to our home.

THE BUSINESS AND PROFESSIONAL WOMEN

will enjoy

Remar Cake

WHICH, WE ASSURE THEM, IS THE FINEST CAKE THEY EVER BOUGHT

Try One Today

Golden Sheaf Remar Co.

CRUMBS DROPPED FROM THE LUNCH TABLES

Ora Egan with her father has just moved into her new home, 309 Oakland Ave., and has a real home also for her many song birds.

—

Mrs. Mildred Brown is going South for a vacation trip.

—

Ella Flynn has just returned from her European trip. Now for the latest from Paris.

—

Everybody talking about the good time at the choral meetings.

—

Membership Committee has a dinner on this week. Look out for "something doing".

—

A fine article from the pen of our member, Mrs. Mitcheltree, appeared in the Alameda County Public Health News recently.

—

Our President took a few days for a needed "rest" last week, but that new car was so insistent to be used, how could one resist?

—

Anna Ihrig brought those wonderful dahlias last Thursday evening.

—

HAVE YOU REGISTERED?

Every business and professional woman knows the value of her vote, and especially this year. Be ready to use it.

—

A visit to Laura Pinkston at Arequipa Sanitorium recently found her in excellent spirits and looking lovely. She is obeying orders and resting completely, in the hope of returning soon. She sent love to all.

—

Mrs. Mavity, who will speak to us on Thursday, October 25th at Luncheon, has a host of interesting experiences to draw from, as she has been sent to analyze and report the most noted criminal cases, the individuals of note visiting our city, the outstanding movements in education and civics, and unique characters. In addition to a book of poems and two novels, her recent serial "The Tule Murder" is just coming out in book form, through an eastern publisher.

—

The Round Table meetings are proving more and more interesting, and many regrets hove been expressed that these life stories of our members have not been preserved in some way. The next one will be on October 18th, with Mary Campbell as Speaker.

—

The Garden Room confided to your editor the other day that it had really been pining away for lack of attention while the cafeteria was closed, but now that the daily luncheon is served and the lively gossip and chatter is heard again, it has gained new life, and the cure for all woes is, good company, loving eyes, warm hearts and good pies.

—

The Music Section has really started, and once again the rafters ring with lovely songs, —and in three parts, too. Next meeting is on Wednesday evening, October 3rd, at the Club House. Everyone welcome.

—

Our President and Directors are hoping to return to weekly publication of the Herald. But it will require more advertising. Any member desiring to inform us regarding her business, or what she is doing, remember that the advertising rates are only $1.25 per inch on front page, per single column, and $1 per inch on other pages, with quite a percentage of reduction for long term contract.

—

The Entertainment Series started off with a "bang" of success last Thursday, with Mrs. Greenwood's delightful review. The social hour over the teacups also gave a chance for some delightful visiting. The next number, on October 11th,, is quite different, but equally attractive. Have you seen the lovely pictures of The Throstles at the club rooms? You'll love them all.

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Reasonable Rates

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COPPER SHOP

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Copper
Greeting Cards
Circulating Library
Novelties
Mrs. B. G. Whitaker
Franklin at 19th St.; Oakland

AFTER RAIN

I walked with men amid the rain,
Till sunlight flashing forth again
Clothed the earth in amber pale,
As if its light would never fail,
And high above the rain-wet sod
The church spires pointed up to God.

I felt my heart grow light and gay;
My dancing feet I could not stay.
I dropped upon my knees to pray,
But not a thing had I to say.
So I leaped along the dripping sod,
My joy sufficient prayer to God!

—H. W. Melvin.

—o—

JUNIOR JOTTINGS

Save this notice for reference throughout the month.

Tuesday, Oct. 2—Business Meeting

Friday, Oct 5—Indian Summer Dance

Monday, Oct. 8—Board of Directors Meeting

Tueday, Oct. 16—Hallowe'en Social

Work on our play, "Peekaboo Lady", is progressing rapidly, remember the date is Saturday night, Dec. 8, in the Civic Auditorium Theater. Talk it up to your friends, they must not miss this highly amusing comedy.

Word has been received from Alice Bouchet saying she and her parents are enjoying the wonders of Europe, they recently made the trip from Paris to London by air.

Harriet Bakewell,
Publicity Chairman

—o—

BOOK REVIEW

Saturday, October 13th, at 2 Luncheon will be served in the Garden Room at 1 P. M. It was such a jolly party last time, that everyone desired it to be repeated. If you wish to be one of the luncheon party, please phone Miss Palmer at the club, Oakland 1470.

Our own member, Blanche Stedman, will give the principal review of a notable book, and will alo give us a talk on artistic bookbinding, with illustrations from her own work.

Jean Baird, of the Alameda County Library, will give us the characteristic features of a number of the latest books, and bring the books along for our inspection.

Bird M. Wilson will give the current events this time. So you see it is a real members' meeting.

The meetings close at 3:30, but you may remain and chat and examine the new books or browse among our own in the library as long as you like.

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Remar Cake

WHICH, WE ASSURE THEM, IS THE FINEST CAKE THEY EVER BOUGHT

Try One Today

Golden Sheaf Remar Co.

CARD PARTY

Of course you've taken one or more tables for the Card Party given for the benefit of both the Club and the Holding Company on Friday evening next. The committees, under the leadership of Carrie Kennedy and Bess Clow, are busier than any bees you ever saw, arranging for a splendiferous time. This is an investment sure to pay. We get a lot for our money, and at the same time help the treasury to much needed funds. Send your checks and your orders to Bird Wilson, Court House, or Carrie Kennedy, same address.

CALENDAR FOR NOVEMBER

LUNCHEON

Thursday, November 1, 1928, 12:15 P. M.

Interesting Talks on the Amendments Contained in Our Ballots
by
Experts on the Various Subjects
(Business Meeting omitted)

DINNER

Thursday, November 8, 1928, 6:15 P. M.

Informal Fashion Show and Fabric Revue
Miss Sally Courtright, of Hale Bros., Chain Stores
Presented by Whitthorne & Swan unit, speaker and illustrated with a beautiful model.
Soloist, Mrs. A. DePolo, lyric soprano
Josephine Swan White accompanying

ROUND TABLE LUNCHEON

Thursday, November 15, 1928, 12:15 P. M.

Speaker — ELLA FLYNN
Assistant Adult Probation Officer

ENTERTAINMENT

Thursday, November 22, 1928, 8 P. M.

SHERIDEN BICKERS, Anglo-Canadian Playright Publicist and Critic

Subject: The Practical Value of Astrology in Business and the Home
(Third in our series)

No meeting on Thanksgiving Day, November 29th

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Miss Emma Palmer
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Howe and Mather Sts., Oakland
The Pioneer Institution of the East Bay

WHAT ARE YOU THANKFUL FOR?

Have you ever asked yourself this question?

Sometimes it is well to psycho-analyze ourselves. Perhaps we might get astonishing results, and save the thousand-dollar fee of the professional analyst. Anyway, there's no harm in trying it once.

So instead of reading some one else's ideas of the real meaning of Thanksgiving, or depending upon our favorite clergyman to point out its spiritual significance, or some very material-minded statistician to enumerate for us the signs of our prosperity in bushels, tons, or automobiles per capita, why not take ten minutes at some opportune time when the telephone is silent and the family all away or sound asleep, and have a real "heart-to-heart" with ourselves, and honestly and seriously think of the things we have to be thankful for. It might even be a good idea to take a pencil and put them down on paper and see how many they total.

It's an interesting game, and can be played "solitaire". And one result is certain, — one can never be completely dominated by "the blues" afterwards.

And in the tabulation, as the final thing to be thankful for, let's put down the ability to think, God-given to every one, without cost, untrammeled, un-dominated!

CANDY! CANDY!

It isn't necessary to wait until Christmas for a can of our delicious matinee mixture. It's just as good at Thanksgiving, or at any week end party, or just to have around the house. So call up Miss Palmer at the club rooms and leave your order AT ONCE.

You know the P. O's. handle this candy sale each year, using the profits for Christmas Dinners to the needy, scholarship award, new books for the library, and general assistance to the club in the way of gifts of needed exttras. The candy is guaranteed to be pure; we know it to be satisfying to the taste, and it is reasonable in price. Only $1.30 for a 5-pound can. Order now!

COPPER SHOP
Charming New Selection of CHRISTMAS GREETING CARDS
Come and see them
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Are you saving enough money to retire on? Ask your Club member
LEA BRUNQUIST
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Fruitvale 6330-W or Oakland 1136
Regarding a New York Life Guaranteed Monthly Income.

THE NEVER OLD

They who can smile when others hate,
Nor bind the heart with frosts of fate,
Their feet will go with laughter bold
The green roads of the Never-Old.
They who can let the spirit shine
And keep the heart a lighted shrine.
Their feet will glide with fire-of-gold
The bright roads of the Never-Old.
They who can put the self aside
And in love's saddle leap and ride,
Their eyes will see the gates unfold
To glad roads of the Never-Old.

Edwin Markham.

—o—

OAKLAND FIRST IN PROSPERITY

Oakland continues to be the brightest spot on the commercial map of the United States, according to figures from Standard Statistics Co., Inc., a world authority on business conditions. ,

According to dispatches from New York, Oakland was announced there today by the Standard company as the most prosperous city of the country for the tenth consecutive month. Figures for September, just completed, show that Oakland was one of two cities in the United States where the volume of check transactions was more than 100 per cent above the average for 1920-24. Oakland was 125 per cent above that average, and 4.1 per cent over September of last year.

AMONG OURSELVES

Dr. Kibbe has returned from a delightful trip in a roundabout way to New York. But with all the attractions she remembered the club, selecting a beautiful poem in the exquisite work of the Roycrofters, when visiting Elbert Hubbard's home, to grace our rooms.

—

Laura Pinkston is still at Arequipa Sanitarium, but reports good progress toward recovery, and that she has arranged not to lose her vote, though absent. And always sends loving and appreciative messages to the club.

—

The National Federation has offered an award of $150 to the State Federation that reports the highest percentage of its membership voting on Nov. 6th. With Laura Pinksion as an example, undaunted by illness, surely our club can make a 100 per cent showing.

—

Please don't go to see "Tommy" this week or next at the Dufwin Theatre, because it's likely to be the play on the evening of our Theatre Party, and of course you must hear it then. It had such a long run in San Francisco that it will probably be as popular here as to run three or four weeks.

—

You'd never guess the disclosures that were made concerning Josephine Swan White and Jennie E. Reid by the P. O's.!

—

The entertainment on the 22nd, the third of our series, promises something quite unusually interesting and unique. The New York Times described the lecture as possessing plenty of point, punch and humor.

—

Sorry there isn't room in the Herald for a report of things recently enjoyed at the club, but all the space is needed to enumerate the good things coming. November is a real holiday month, filled to the brim with joyful happenings.

—

Probably no one sees more of the heart-beats of life than Ella Flynn in her work. It will be an interesting story at the next Round Table Luncheon.

CALENDAR

Nov. 1	Luncheon, Civic Meeting.
Nov. 2	Card Party, 8 P. M.
Nov. 3	State League Dinner, S. F.
Nov. 8	Fashion Show, and Dinner.
Nov. 10	Book Review, 2 P. M.
Nov. 10	At Home, 7:30 P. M.
Nov. 12	Theatre Party, Dufwin Theatre .
Nov. 15	Round Table Luncheon
Nov. 17	At Home, 7:30 P. M.
Nov. 22	Lecture, Sheriden Bickers, 8 P. M.
Nov. 24	At Home, 7:30 P. M.

All the new fashions and fabrics brought to our own home, and an opportunity to see, hear about, and feel them (you know one always tests a good fabric by touch) at the dinner meeting on the 8th. This is an innovation, charming, interesting, and informing.

—

Our business meeting gives way this month to a pre-election program through our Civic Committee, Helen Artieda, Chairman. The most important amendments will be explained by experts on each subject, and save us a lot of time studying them out for ourselves, to try to vote intelligently. We are 100 per cent interested in every feature of this election, as business women.

—o—

BOOK REVIEW

On Saturday, November 10th, at 2 P. M.

Jessie Eckles, our capable and faithful member, who stays with us, her first love, though living and working in San Francisco for some time, will give a narration of Current Events.

Another friend from San Francisco, Mrs. A. H. Taylor, will interpret some of the new plays.

Mrs. Taylor is Chairman of the Dramatic Section of the College Women's Club of S. F., and delighted us in the earlier days of the section with a dramatic review. A treat is in store.

Luncheon will be served at 1 o'clock, for those who make reservations with Miss Palmer in advance.

More new books will be on hand for our library.

THEATRE PARTY

It seems that everybody wants to go to the new Dufwin Theatre, the way the tickets are going, already. The play is sure to be one of the New York favorites, and we are fortunate to have the opportunity of a party so soon after the opening of the theatre.

Carrie Kennedy is also managing this, with the help of her fine Activities Committee. By getting your tickets early, you can have the advantage of making reservations at theatre before the sale to the public is opened.

—o—

M any merry new members for our Club,
E nough to tax our floors and shoulders rub,
M ay quickly now be enrolled
B efore this year from us has strolled.
E verywhere they're simply waiting
R eady, yes, for your kind greeting.
S o hurry, hustle, ladies dear, and then
H old the good thought and pass that pen.
I ts glorious! hurrah! everybody happy
P lenty more to sign up — make it snappy.
C ome to our jolly good supper
O n the fourteenth, six o'clock hour.
M eet, eat, sing, chat, report.
M any merry members, that's the sort.
I f you sing, or if you warble
T he Choral says it is no trouble.
T reat your voice, join the throng.
E very practice makes you strong.
E njoy your Club, enjoy each other
— COME.

E. M. Bakewell, Chairman
Membership Committee

JUNIOR JOTTINGS

Tuesday night, Nov. 6, the annual meeting of the section will be held. At this time officers for the coming year will be elected and reports of the past year's activities will be given. Every member is expected to be present.

Nov. 20 will be the last meeting before installation, an interesting program will be planned.

Nov. 23 is the date for the next dance, Eleanor Nielsen is chairman.

Work on the "Peekaboo Lady" is progressing rapidly. The date is Dec. 8, the place is the Civic Auditorium, and the price is $1.00 per seat. Save the date and buy your tickets early. The following members are in the cast: Liela Marchus, Thanet Mellick, Alma Kofoed, Juanita Pearson, Eleanor Nielsen, Mildred Bocca, Jean Laupy, and Harriet Bakewell.

Our member, Alice Bouchet, returned Friday from five months abroad. We hope to hear some interesting accounts of her trip.

The Board of Directors meet on Monday night, Nov. 12.

Harriet Bakewell,
Publicity Chairman.

—o—

STATE LEAGUE DINNER

Have you made your reservation with Mrs. Guber, Humboldt 0630 or Piedmont 1438, for the dinner given by the State League of B. P. W. C. on Saturday next, November 3rd, at the Women's City Club in San Francisco? The San Francisco League members are hostesses, and all the clubs around the bay will have large delegations in attendance. The guest of honor is Miss Emily Kneubuhl, Executive Secretary of the National, who comes to California especially to visit the club members, and is a very fine speaker.

The dinner is at 7 o'clock. Price only $1.

Let's make a national convention of it, and all go.

Colonial Cafeteria Co.

Phone Lakeside 1806
Franklin at Fifteenth
Oakland - California

SOMETHING NEW!

Even though we only play at having winter in this favored region, we change our habits a little at this season, and instead of whirling away to the mountains for a week end we think of a cheery open fire, and a few friends gathered around it. So in our club we will follow the season, and every Saturday evening during the winter the club rooms will be open, a fire will be burning in the fireplace, and one or more members will be on hand to greet you who wish to come in and get acquainted, or get a new book from our library, or just lounge and chat or play a game of bridge. The rooms will be open at 7:30, beginning Saturday, November 10th. On the first Saturday in November occurs the dinner of the State League, at San Francisco, with the National Executive Secretary, Miss Kneubuhl, as speaker, so our "At Home's" will begin on the 10th.

All members are welcome. It is our home. And our friends are welcome, also, who are not club members.

The P. O's are inaugurating these social evenings.

The hostesses during November will be Bird Wilson, Edith Bakewell, Jennie E. Reid and Carrie P. Kennedy.

Unity Truth Center
Healing and Prosperity Treatments
Hours 10 to 4
Mabel Clare Dunning
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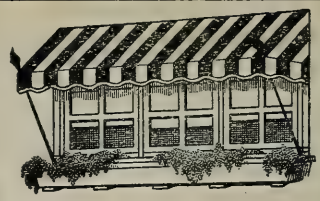

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Elsie O. Stoltz **Lola C. Stephens**
The Yellow Lantern
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GOD BLESS US EVERY ONE. —*Tiny Tim.*

BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Five | Oakland, California, December 1, 1928 | Number Thirtythree

THE BUSINESS AND PROFESSIONAL WOMEN

will enjoy

Remar Cake

WHICH, WE ASSURE THEM, IS THE FINEST CAKE THEY EVER BOUGHT

Try One Today

Golden Sheaf Remar Co.

POUND PARTY

On December 15th the regular Saturday evening "At Home" will be hostessed by the P. O's in a body, each member attending being asked to bring a pound of some staple grocery or other article suitable to put in the Christmas dinner baskets.

Cards and a general good time will be enjoyed.

Everybody come, and bring a prospective member.

CALENDAR FOR DECEMBER

LUNCHEON

Thursday, December 6, 1928, 12:15 P. M.

Business Meeting

Reports — Community Singing

LUNCHEON

Thursday, December 13, 1928, 12:15 P. M.

SPEAKER: **Dr. B. W. BLACK**

Medical Director of Alameda County

Subject: "COST OF ILLNESS."

CHRISTMAS DINNER

Thursday, December 20, 1928, 6:45 P. M.

Special Program arranged by Suzanne Chalmers

Traditional Christmas Music by Choral Section in Costume, led by Florence Drake LeRoy

Play, "The Crystal Gazer", by the Dramatic Section

Dickens Phantasy, by Club Members

Minuet

Christmas Poems.....Alice Moore

Turkey Dinner with all the "fixin's", $1.25 per plate

Tickets may be obtained at Club Rooms or from Edith Bakewell, or Suzanne Chalmers.

Phone for Reservations early, Oakland 1470.

DINNER

Thursday, December 27, 1928, 6:15 P. M.

New Year Program

Watch daily papers for details later.

CALIFORNIA STATE LIBRARY

CHANGING SECRETARIES

The Directors regretfully report that Miss Palmer finds it necessary to leave the position of Executive Secretary, to which she has given her splendid efforts in the last nine months. Club members will all appreciate the work she has done for the club, and wish her the greatest success in her new endeavors.

An experiment will be tried in a division of the work. two of our own valued members undertaking it for a time. Mrs. Jennie E. Reid will supervise the luncheons and dinners, and be at the club rooms every day from 10 until 3. Mrs. Isabelle Dingwall will be in attendance from 1 to 5 P. M. Help always comes when needed. Call Mrs. Reid up and tell her what you'd like for luncheon.

BUSINESS WOMENS HERALD

Official Publication of the

BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

Laura E. Pinkston....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. — OAKLAND 1470

Issued every month in the interests of the Business and Professional Women's Club.

Subscription Price $1.00 per year

Entered as second class matter, Jan. 17th, 1927, at the post office at Oakland, California, under the Act of March 3, 1879.

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President.....Mary Barmby
Vice-President.....Mabel Saylor
Rec. Secretary.....Jennie E. Reid
Cor. Secretary.....Alice Osborne
Treasurer.....Ida G. Swift
Auditor.....Faye Otis

Miss Emma Palmer
Executive Secretary
1608 Webster St., Oakland 1470

DIRECTORS

Zilla Saylor
Dr. Luella Swauger
Martha Holmes
Freda Smith
Jean Baird
Suzanne Chalmers

CHAIRMEN

House.....Isabelle Dingwall
Decorations.....Anna Ihrig
Finance.....Suzanne M. Chalmers
Service Clubs.....Carrie E. Hall
Music.....Mabel Saylor
Program.....Elsie Cross
Activities .....Carrie Kennedy
Reception .....Josephine S. White
Membership .....Edith Bakewell
Personnel.....Floss M. Warner
Civics .....Helen S. Artieda
Emblem.....Bessie Whitaker
Publicity.....Bird M. Wilson
Health.....Dr. Minora Kibbe
Parlimentarian & Revision.....
.....Eloise Cushing
Roof Garden.....Leah Brunquist
Hospitality..... .....Mabel Little
International Relations.....
..... Dr. Lillian Shields.

SECTION CHAIRMEN

Book Review.....Hermine Kruger
Past Officer.....Floss Warner
Choral.....Mrs. Leroy, Leader

JUNIOR SECTION

Viola Bocca .....President
Alice Moore .....Advisor

MERRY CHRISTMAS TO YOU!

In these days when there is so much shaking of heads over the wickedness of youth, and so much hullabaloo over the increase in crime, it is well to ask ourselves if we agree with such statements.

In our own lives, in our own experiences, in the community about us, are we not finding at this season the true Christmas spirit exemplified more fully than ever before, the spirit of love for one another, of sharing with each other as equals; not gifts from one more fortunate to one less fortunate, but an equal exchange of good will in the desire to bring happiness to all.

And in the world at large, with practically all nations turning their thought against war and toward universal peace, manifesting a spirit of desire to meet in friendly conference for a discussion of their mutual problems and together finding a way out, do we not know that the world is growing better at heart?

And when we note the great sums expended by wealthy individuals and by governments for better health conditions, more education, greater opportunities for all, and consider the large number who are devoting their lives to research and experiment for the betterment of humanity, do we not see a greater expression of service than ever before?

And the Service Clubs (God bless them) reaching out over the nation, and into other nations, in the endeavor to make of living a better thing;

And in our own beloved club the willing co-operation and unselfish effort for the common good,—

When you think of all this, and more that you can name, don't you KNOW that good will and the love that shares are increasing among us; that the world is safely guided and the youth are surely tending, toward better and better things?

P. O.

The P. O's have selected Floss Warner as Chairman for that section for the ensuing year, Dr. Minora Kibbe as Vice Chairman, and Carrie P. Kennedy as Secretary. They are very busy just now with the candy sale, but plan many activities for the future. A fine report was given of accomplishment in the past year: the $50 prize to Mills College girl, Christmas baskets to many families, enclosure of book shelves with glass doors, many fine new books for the library, $30 toward the "lantern" for the club, and $50 toward purchase of large chairs, and many other smaller contributions, besides all the fun at picnics, and various meetings. It is hoped to do even bigger things this coming year.

Oakland Crematorium and Columbarium
Mrs. Teresina B. Morgan, Mgr.
Howe and Mather Sts., Oakland
The Pioneer Institution of the East Bay

COPPER SHOP
Charming New Selection of CHRISTMAS GREETING CARDS
Come and see them
Mrs. B. G. Whitaker
Franklin at 19th St.; Oakland

Are you saving enough money to retire on? Ask your Club member
LEA BRUNQUIST
4559 BENEVIDES AVE.
Fruitvale 6330-W or Oakland 1136
Regarding a New York Life Guaranteed Monthly Income.

Colonial Cafeteria Co.
Phone Lakeside 1806
Franklin at Fifteenth
Oakland - California

AMONG OURSELVES

Ada Angel reports from Coronado that she is getting along finely, and now able to walk with a cane. Is with her daughter, and very proud of a granddaughter who arrived this fall. Sincere congratulations. We hope to see your smiling face soon.

—

Congratulations to Mrs. White and Miss Radil on the delightful evening with Schubert presented by them, and the formation of the Opera Lecture Club. In just this manner was the large organization in Pasadena now numbering 5000 started.

—

Elisabeth Sherman will spend most of December in Los Angeles.

—

A very long list of our members have been victims of the Flu epidemic, but happily all are recovering finely.

—

Mary Belle Guber has been visiting in Southern California.

—

The death of Frances Wilson Kidd was a shock to everyone, and a great sorrow. Her going is a distinct loss in the world of women's activities. We cherish a beautiful memory of her as one of our ablest workers in the early history of the club.

—

The Christmas dinner is our one real family party of the year. The program is given entirely by club members, and each member is a hostess. The committee are planning a delightful evening. Here's hoping every member will be there to partake of Christmas cheer and contribute to the holiday spirit. It's your party and mine.

—

IN SYMPATHY

We feel deeply the losses sustained by three of our members during the past month, and extend our heartfelt sympathy to Jennie Hammond in the passing of her sister, Mrs. Crane, so well known to many of us; to Olive Bledsoe, in the passing of her dear mother, and to Daisy Bunnell, whose mother aged passed away.

CALENDAR

Wednesday, Dec.—Choral Section, 7:45.
Thursday, Dec. 6—Luncheon.
Saturday, Dec. 8—Book Review, 2 P. M.
Saturday, Dec. 8—At Home, 7:30 P. M.
Wednesday, Dec. 12—Choral Section, 7:45.
Thursday, Dec. 13—Special Luncheon.
Saturday, Dec. 15—Pound Party, 7:30 P. M.
Wednesday, Dec. 19—Choral Section, 7:45.
Thursday, Dec. 20—Christmas Dinner, 6:45 P. M.
Saturday, Dec. 22—At Home, 7:45 P. M.
Thursday, Dec. 27—New Year Dinner, 6:15 P. M
Saturday, Dec. 29—At Home, 7:45 P. M.

BOOK REVIEW

Christmas Program

Saturday, Dec. 8, 1928, 2 P.M.

The following special program has been arranged, which tells its own delightful story:

Current Events, by Floss Warner.

Description of books for both juveniles and adults, by Mrs. Constance Mitchell, of Sather Gate Book Shop. Mrs. Mitchell has favored us before, all who have heard her will appreciate the real treat in store.

Josephine Swan White will present two of her pupils in cantillations, accompanying them on the piano.

"The Night Before Christmass," — Miss Barbara Jane Stormer.

"Das Kris Kindle", — Miss Billie Dailey.

Then to still further kindle the Christmas spirit, Georgia Maiden will speak on "Christmas, Past and Present."

And it is rumored that Santa Claus himself may put in an appearance.

And at the close, you are invited to stop a moment longer for a cup of tea and some famous home-made cookies.

Those desiring lunch at 1 o'clock, preceding the Book Review, please phone Oakland 1470, for reservation.

JUNIOR JOTTINGS

Tuesday night, Dec. 4, at 6:30 is the annual installation dinner, at which time the following officers will be installed for the coming year: President, Thanet Mellick; Vice President Alfa Kofoed; Recording Secretary, Evelyn Baldaramas; Corresponding Secretary, Bonnie Ballantyne; Treasurer, Eva Chiesa; Auditor, Juanita Stanley; Board of Directors, Viola Bocca, Josephine Damaschino, and Wanda Planer.

Come to the play Dec. 8

Remember the "Peekaboo Lady" is to be given in the Auditorium Theater Saturday night, Dec. 8. Tell your friends of this hilarious comedy and sell them a ticket. See you at the play?

Tuesday night, Dec. 18, is to be a combined business and social meeting, annual reports will be read and a program is to be given.

The officers and members of the board of directors wish to express to the members their appreciation of the fine support they have received from the membership in the past year and hope the new administration will receive the same cooperation.

Harriet Bakewell.
Publicity Chairfan

—o—

NOTICE: The Choral Section will meet weekly until the Christmas party, on Wednesday evenings, 7:45 o'clock. Mrs. Leroy is very kindly giving this extra time for rehearsals.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of Business Women's Herald, published monthly at Oakland, Calif., for October 1, 1928, State of California, County of Alameda, ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Bird M. Wilson, who, having been duly sworn according to law, deposes and says that she is the Managing Editor of the Business Women's Herald, and that the following is, to the best of her knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations.

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher Business & Professional Women's Club, 1608 Webster Street; Editor (Mrs.) Laura E. Pinkston, 2932 E. 16th Street; Managing Editor (Miss) Bird M. Wilson, 315 E. 19th Street.

2. That the owner is:

Business & Professional Women's Club, an incorporated body, a non-profit organization, having no capital stock; the officers of which are: Pres. Mary Barmby, 20 Hillcrest Rd., Berkeley; Vice-Pres. Mabel Peterson, 2700 Washington St., Alameda; Secy. Alice Osborn, 1042 Excelsior Ave.; Treas. Ida G. Swift, 2817 Ellsworth St., Berkeley.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are none.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

BIRD M. WILSON,
Editor and Business Manager.

Sworn to and subscribed before me this 1st day of October.
(Seal) JAMES G. BEARD, Notary Public.
(My commission expires March 28, 1930.)

"PEEKABOO LADY"

One of the most amusing comedies ever produced in Oakland will be given by the Juniors on Saturday night, Dec. 8, in the Auditorium Theater, the tickets are one dollar. The cast has been well trained by an experienced director, Mr. Barney Davis, and the play will be one well worth seeing. The play has never been staged in the West before and is excellent entertainment.

CANDY

Have you tasted the candy this year? It's even better than ever before. Every member will surely want one can, and will be glad to recommend it to her neighbors, friends, and coworkers. We hope to sell 1000 cans this year. Recommend it to your Sunday-school, your social clubs, and community groups. A 5-pound can for $1.30. Phone your orders to the club, and if necessary, we will arrange to deliver orders.

TINY TIM

When Dickens wrote of Tiny Tim,
The angels smiled,
God's wondrous love shone out again
From out a child.

Dear God, we pray our wrongs forgive,
For sake of Him
Who bore the cross, teach us to live
Like Tiny Tim.

Help us to find among our creeds
A faith like his,
That sees in every soul that bleeds
The Christ that is.

—Ben H. Smith.

—o—

PATRONIZE OUR ADVERTISERS—TELL THEM YOU SAW IT IN THE HERALD.

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Face and Scalp Specialist
Reserves Hours 5 to 7 for Business Women
1444 San Pablo Ave.
Third Floor Lakeside 1536

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WHICH, WE ASSURE THEM, IS THE FINEST CAKE THEY EVER BOUGHT

Try One Today

Golden Sheaf Remar Co.

BOOK REVIEW

On Saturday, January 12th, at 2 o'clock, another delightful afternoon is promised us.

Mary Campbell, our own club member, will tell us of Current Events.

Miss Susan T. Emith, the new Librarian of the Berkeley City Library, will give us a review of late books.

All club members are invited, and may bring friends.

Luncheon will be served in the Garden Room at 1 o'clock for those who desire it. Please phone for reservations, Oak. 1470.

CALENDAR FOR JANUARY, 1929

HAPPY NEW YEAR!

LUNCHEON
Thursday, January 3, 12:15 P. M.
Business Meeting

DINNER
Thursday, January 10, 6:15 P. M.
Speaker: (To be announced in daily papers. Watch for it)

ROUND TABLE LUNCHEON
Thursday, January 17, 12:15 P. M.
Speaker. — Alice Moore

INTERNATIONAL DINNER
Thursday, January 24, 6:15 P. M.
Outstanding Event of the Season
Full Program Later in Daily Papers

ENTERTAINMENT
Thursday, January 31, 8 P. M.

SIDNEY LANDON in Literary Impersonations
This is the fourth of our series, and includes reproductions of Mark Twain, Josh Billings, Victor Hugo, Bill Nye, Longfellow, Thackery, Tennyson, Kipling, Holmes, and many others, with quotations from their works.

Phone Reservations for all. Oakland 1470

JUNIOR JOTTINGS

JANUARY 8, Tuesday, 8 P. M. Business Meeting.

JANUARY 11, Friday. "Snow Dance", Jean Loupy, Chairman. Good music and lots of fun promised.

JANUARY 22, Tuesday, 8 P. M. Social. Fine program promised.

Publicity Committee.

WORLD WOULD CRUMBLE

Dr. Smith, Chairman of Board of Examiners of New York Board of Education, says the world would crumble in 50 years if it were left to women, because it is impossible for women to master higher mathematics, and mathematics is absolutely necessary for culture.

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Oakland Crematorium and Columbarium
Mrs. Teresina B. Morgan, Mgr.
Howe and Mather Sts., Oakland
The Pioneer Institution of the East Bay

Off-in-the-Hills,,
December 21st, '28.

My dear Editor:

You asked me to tell you how it has felt to be "shut out" from the Club with its privileges and activities for all these months. I cannot tell you. I have not been shut out.

Though I could not be physically present, I have been actively present with you in mind all the time, and I have been made to feel the love and nearness of the Club in return, by many messages and such thoughtfulness as I had never dreamed of.

The little Herald has kept me informed of the activities, and while I have regretted missing so much, I have rejoiced to think what it has meant to all who took part. It has been an inspiration to me at such times to think of the development the Club has brought to its members individually; how they have gained in poise and self expression; how they have learned to work co-operatively for the good of the group and have forgotten the matter of personalities that so hamper women until they learn to work together. Also, how they have learned to work, not only with their own group, but in civic affairs, with other clubs and nationally as well.

With their educational fund have they not started an influence of prime importance in the lives of young women on the threshold of accomplishment?

With all that to think on, how could I feel shut out? Is it not an answer to the oft-repeated question, "What would the Club do for me? What would I get out of it?"

The Club has divers needs, and its members have divers gifts and talents, which used in filling those needs develop them beyond the individuals' thought or expectation.

What a dividend to receive on an investment in fellowship! What an inspiration for a New Year's resolution!

Wishing all a Happy New Year, I am,

Sincerely yours,
Laura E. Pinkston.

THE BEST'S IN THE WEST

Not only in football is the West coming into its own. In the newest ndustry, aviation, California leads the states, and Oakland with its model airport holds the record for airplane activity.

Mrs. Louise Thaden broke the altitude record for women, at the Oakland airport, ascending more than 25,000 feet.

The growth of California impresses the whole nation; and in that growth Oakland ranks first among the large cities in proportionate population gains in the last year and increased business.

The last year gave us once more the woman's tennis championship, a number of track and field championships, the best junior baseball team in the country and a world's championship crew.

And a Californian will be President.
Watch us grow, and hear us crow!

COPPER SHOP
A Shop of Original Gifts
Copper
Greeting Cards
Circulating Library
Novelties
Mrs. B. G. Whitaker
Franklin at 19th St.; Oakland

What Better
NEW YEAR'S RESOLUTION?
"Let *New Yourk Life* help you
SAVE MORE MONEY
LEA BRUNQUIST
4559 BENEVIDES AVE.
Fruitvale 6330-W or Oakland 1136

Colonial Cafeteria Co.
Phone Lakeside 1806
Franklin at Fifteenth
Oakland - California

AMONG OURSELVES

Help! Come and get the articles you left at the Christmas party, or we'll have to have an "Old Horse Sale."

—

An impressive ceremonia is planned at the close of the club year about the first of March, initiating new members. So will all those who have prospective members be sure to bring them in before that time, so they can take part.

—

Bess Parks gave us a happy surprise by appearing at luncheon at the Garden Room last week. She and her husband are only visiting here, alas, and are returning to Indiana by way of Seattle and the north. She looks lovelier than ever.

—

The photographs of the Carolers in their quaint costumes came out splendidly. See one at the club rooms.

—

We had such a good time at the Christmas party that we hadn't gotten over talking about it by New Years, and no one wanted another party so soon, so the next very big event will be the International Dinner on January 24th. Dr. Shields and Floss Warner have it in charge, and are planning to make it one of the outstanding events of the year. You know that all the clubs in the National Federation are giving special attention to international relations this year, and this is our opportunity. Mark the date with a red pencil.

—

And on the 31st comes the fourth number of our entertainment series, when Mr. Sidney Landon will give literary impersonations, with quotations from the works of the geniuses represented. This is highly entertaining, and novel.

—

Owing to the absence of the expected speaker for the dinner on January 10th, we cannot advertise the name as a certainty. Therefore you will have to watch the daily papers a few days in advance of the 10th for announcement.

—

At last reports the candy sale had almost reached the desired mark of 1000 cans. Full reports will be made at the business meeting, Jan. 3rd. Some fine salesmanship shown there.

CALENDAR

THURSDAY, JAN. 3—Luncheon.
SATURDAY, JAN. 5—At Home, 7:45 P. M.
THURSDAY, JAN. 10—Dinner.
SATURDAY, JAN. 12—Book Review, 2 P. M.
THURSDAY, JAN. 17—Round Table Luncheon.
SATURDAY, JAN. 19—At Home, 7:45 P. M.
THURSDAY, JAN. 24—International Dinner.
SATURDAY, JAN. 26—At Home, 7:45 P. M.
THURSDAY, JAN. 31—Entertainment, 8 P. M.

Wasn't it homey to have Mrs. Nattinger with us all last week in the cafeteria? And isn't the cooking fine all the time? How can we go on a diet with such temptation?

—

The Carolers report a very happy time in their visits to some of the institutions on last Sunday evening, and are planning on a much greater activity in this line next year. We'll all want to join in that.

Good news. Laura Pinkston is coming home, right away, and altho she is directed to keep very quiet for a while, will be permitted to see her club sisters if they will do most of the talking.

—o—

WOMEN NO STATUS OF THEIR OWN

At the Institute of Public Affairs held at the University of Virginia last month, Dr. Aurelia Reinhardt presided at the round table discussions of Women in Modern Society. The conclusion was arrived at that "women no longer have a status of their own. They have individual differences, rights and achievements to their credit; they are concerned in public affairs as individuals, and are interested identically with men in politics, economics, international relations." As Dr. Maphis, director of the Institute, expressed it, "the feeling seemed to be that women did not need to be segregated into a special group hereafter." It was believed that in future women would be received into the discussions with the men, not as women, but as persons with ideas to contribute.

Woman's Journal.

WOMEN ABROAD

Spain's first woman lawyer is Dr. Clara Sampoamor of Madrid; also an editor.

The president of the Union Council of Austria is Mme. Olga Rudel Zeynek, and head of Brotherhood League of Austria is Mme. Emmy Freundlich.

Leader of the suffrage movement in Italy and an editor is Donna Ester Lombardo of Rome.

The only woman conductor of opera in Vienna is Mme. Lisa Marie Mayer.

A Rumanian woman, Mme. Staphania Mariccano, has amazed the scientists of the world by discovering a way of making artificial radium, by using the sun's rays with certain metals.

"What will the modern girl be twenty years from now?"

"Oh, about three years older."

Purple Cow.

—o—

What nation produces the most marriages?

Answer: Fascination.

—o—

"Yes sir, we have 365 days of sunshine every year, and that is being mighty conservative!"

A Los Angeles man.

—o—

Young Husband—We had a sensational case of kidnaping in our house lately.

Bachelor Friend— Really? How did it happen?

Young Husband — The baby slept the whole night.

—o—

First Man—"Ever been married?"

Second Man—"Yes, I've been through it from courtship to courthouse."

MY NEW YEAR WISH

I wish for you not only treasures rare,
And riches to dispel each earthly care,
Throughout the coming year;
I wish for you not only friendship sweet,
In fellowship with understanding hearts to meet,
Oft in the coming year;
I wish for you not only health and strength
To carry on your tasks to any length,
Through all the coming year;
I wish for you not only dreams come true,—
Each one a bit of heaven's brightest blue,
To mark the coming year;
But most of all I wish for you, my dear,
The joy that comes to those who have no fear,
Who stand serene, in confidence sublime,
That only God has power throughout all time.

They are the singers of songs;
They are the righters of wrongs;
They know the deathless love,
Like unto that above!

B. M. W.

—o—

DO YOU REMEMBER WHEN

Bobbed hair on a woman meant she had had a fever?

Eliza crossed the ice in Uncle Tom's Cabin? The "Elsie" books were the best sellers? Bathing suits were really suits? Pink lemonade was the main drink along Main St.? A girl was an old maid at thirty? She was content to wait for a slow train, while now if she misses a section in a revolving door she grumbles. When soft-soap was a reality, not a phrase? When there were no Business and Professional Women's Clubs?

Kansas City Bus. Woman.

—o—

STATE LEAGUE

At a meeting of the State Board of California League of B.P.W.C. at the home of its President, Annie Woodall in Berkeley, recently, members came from all parts of the State. Most interesting reports were heard of League activities, and the trip of the National representative, Miss Kneubuhl, whom Miss Woodall and Mrs. Leonard, of Berkeley Club, accompanied throughout the State. The next quarterly meeting will be held in Gilroy, in February, a Sunday breakfast. Announcement later.

In these days of flurrying stock markets an article on "Investments" seemed timely, so our club member, Ruth Chapman, with A. B. Leach & Co., was asked for an expression, which follows:

INVESMENT

"I have been asked to write a short article on investments for women. To cover the subject thoroughly would entail a lengthy treatise, but I shall try to stress a few points so essential to making investments.

For the woman investor with a limited capital, and one whose earning power may be somewhat limited, the first consideration should be safety of principal. The next consideration should be the rate, or interest yield, on the investment. Is the investor in a position where she can afford to take a higher yield with possibly less marketability for the security, or is it essential that her funds be kept somewhat liquid? It is usually the case where a security has good marketability that the return on the principal is smaller and vice versa. It doesn't always mean that safety of principal is impaired by a greater rate on the investment, but care should always be given in the selection of any security.

Diversification should always be remembered no matter how small one's capital may be. It should not all be placed in any one security, or in any one type of enterprise. The recent break in the stock market has brought many face to face with the seriousness of having his all in any one security.

As the average woman investor is not in a position to keep apace wth the ever changing conditions in the securty market, she should always consult wth some reputable dealer before making her purchases. If these few items could always be borne in mind there would be little danger of loss in principal or interest.

—o—

Until a husband can obtain alimony by crossing his legs and exhibiting his garters to the judge, "equal rights" will be only a snare and a delusion. Judge.

Some day somebody is going to discover that the man (or business woman) who earns an honest living, pays his bills, keeps his word, and is good to his family, is also a success. You don't have to be worth a million to be worth while.

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Lakeside 1536

BUSINESS HER

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Five | Oakland, California, February 4, 1929 | Number Thirty-five

THE BUSINESS AND PROFESSIONAL WOMEN *will enjoy*

Remar Cake

WHICH, WE ASSURE THEM, IS THE FINEST CAKE THEY EVER BOUGHT

Try One Today

Golden Sheaf Remar Co.

P. O. MEETING

The Past Officers will meet at the club rooms on Thursday, Feb. 7th, at dinner, at 6:30 P.M. Each member is requested to wear some insignia representing a book.

Phone reservations, Oak. 1470.

Floss Warner, Chairman

IN SYMPATHY

Our hearts throb in tenderest sympathy for our members Mrs. A. J. Lewis, in the accidental death of her husband last week, and Ora Egan, in the loss of her dear mother of Montreal.

CALENDAR FOR FEBRUARY, 1929

LUNCHEON

Thursday, February 7, 12:15 P. M.
Business Meeting
Amendments to Constitution. Dues.

DINNER

Thursday, February 14, 6:30 P. M.
VALENTINE COSTUME PARTY
Many Prizes; Games; Dancing; Fun
Only $1.00 Phone Reservations, Oak. 1470

LEGISLATIVE LUNCHEON

Thursday, February 21, 12:15 P. M.
Speaker: MR. HOMER W. BUCKLEY
Deputy City Attorney
Subject: Important Bills before the Legislature

ENTERTAINMENT

Thursday, February 28, 8:15 P. M.
MR. and MRS. MICHITARO ONGAWA
Presenting The Drama, Dance, and Music of Japan

This is the last of our series, and gives a suitable climax, in charm, artistic merit, and novelty.

LADY HEATH NOW AN AMERICAN

Lady Heath, born in English woman, and who holds the world's record for altitude as an aviatrix, has just been admitted to citizenship in the United States. Is it easier to be a high-flier in this country?

NOTICE—Choral Section will meet Monday, Feb. 4th, at 7:30 sharp. Very important meeting.

Mabel Saylor, Chairman.

LONDON THROWS DOWN BARS

At last women are to be admitted to the Medical College in London, after all these years of striving for admission.

BUSINESS WOMENS HERALD

Official Publication of the

BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

Laura E. Pinkston....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. — OAKLAND 1470

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Subscription Price $1.00 per year

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Dr. Luella Swauger
Martha Holmes
Freda Smith
Jean Baird
Suzanne Chalmers

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Roof Garden.....Lea Brunquist
Hospitality..... .....Mabel Little
International Relations .....
..... Dr. Lillian Shields.

SECTION CHAIRMEN

Book Review .....Hermine Kruger
Past Officer.....Floss Warner
Choral.....Mrs. Leroy, Leader

JUNIOR SECTION

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Alice Moore.....Advisor

Oakland Crematorium and Columbarium
Mrs. Teresina B. Morgan, Mgr.
Howe and Mather Sts., Oakland
The Pioneer Institution of the East Bay

WHICH WAY DO YOU PREFER?

Talk about high finance! The Board and Finance Committee have figured club expenses and club dues forward and backward, and sidewise and slanting, cast out the 9's, and then resorted to the rules of calculus, and the result is the proposed amendment to our Constitution of which notice was sent last week.

What would you rather do, manage our club finances in a dignified busines way. get rid of the harassing dilemma of trying to sell tickets to our friends every little while for club entertainments, or buy them ourselves, and relieve our presidents of the hair-whitening and wrinkle-producing anxiety that not even our best beauty specialists can prevent, or would you rather go along in the old way, with lower dues but spending much more on extras required during the year to make ends meet?

No other Service Club in the city has such low dues as we have, and yet they have no club rooms to maintain.

What joy we could have in getting acquainted, and in working for better business conditions, better educated business women, and in general giving better service to our community, were the ogre of finance removed from the scene!

Wouldn't it be more economical for each member, as well as more business-like management of the club, to use a portion of the money we now spend for tickets for entertainments, of which we only receive a percentage back, as additional dues, thereby providing the club with sufficient funds to run itself, and in reality not spending any more or as much as we are spending now in the year on club affairs?

Come to the business meeting next Thursday and discuss it fully. That is the earnest desire of our Board. Let us come prepared to gain information, and to give of our own ideas, and to make the best decision possible for the good of all.

BOOK REVIEW FOR FEBRUARY

The enthusiastic followers of these monthly Reviews of new Books and Current Events will look forward to Saturday, Feb. 9, 1929, at 2 o'clock as another "Red Letter Day."

Falling so close to Lincoln's Birthday, will give a Lincoln flavor to the program, which will include the following:

Current Events—
Florence Bussell
"Lincoln"—Dora Cooley
Book Reviews—
Mrs. Henry L. Parish

It was Mrs. Parish who last year. gave us that wonderful review of Durant's "History of Philosophy." She promises us something equally important this year. Do not miss it.

Luncheon will be served at 1 o'clock, preceding the Reviews, to all who make reservations with Mrs. Reid. Oak. 1470, Mrs. Parish will be our guest

COPPER SHOP
A Shop of Original Gifts
Copper
Greeting Cards
Circulating Library
Novelties
Mrs. B. G. Whitaker
Franklin at 19th St.; Oakland

What Better NEW YEAR'S RESOLUTION?
"Let *New Yourk Life* help you SAVE MORE MONEY
LEA BRUNQUIST
4559 BENEVIDES AVE.
Fruitvale 6330-W or Oakland 1136

Colonial Cafeteria Co.
Phone Lakeside 1806
Franklin at Fifteenth
Oakland - California

AMONG OURSELVES

From the trial of over two months it would seem that our members do not feel the need of a regular social evening at the club house, so the Saturday evenings at home will be discontinued for a time. Arrangements can be made, however, for a game of cards or social evening at any time a group of members desires it.

—

The Saylors have again been conventioning with other candy makers at Del Monte,—and incidentally venturing to enter the golf tournament.

—

A goodly number of our members attended the Legislative Luncheon last Saturday at Hotel Oakland, and are indeed glad that we are to have one of our very own, on the third Thursday in February, when the most prominent bills before the Legislature in our state is of deep interest to us, and our personal interest will be quickened by the fact that the speaker is our latest club husband, whose wife is our own Faye Otis.

At the first meeting in March an impressive ceremonial is planned, for the reception of new members into the club. So all those who have prospects, remember to bring them in before that time.

—

Alice Moore is leaving this month for a well-earned vacation in Europe. What lovely stories she will have to tell us on her return. and what a good will messenger she will be!

—

A letter from Mae Wilkin describes the beauties of the Bermudas, where she is wintering. Only horse-drawn vehicles, bicycles, and your own two feet, for getting around! Not an automobile to be heard or smelt. Mae has had delightful experiences on the eastern coast in many places, but says she'll be homeward bound before very long, as Oakland is always home.

—

Would there were space to describe the International Evening! It was one of the high spots of our club history. In decorations, costumes, dinner, entertainment features, and serious thought advanced by the speakers. it registered A-1. Professor Stuart's talk will long be remembered, and the Australian boys were most welcome guests.

With so many nations represented it came near representing our earnest desire to join hands around the world. The two good will groups going out from the National organization this year will carry this sentiment into many lands, and perhaps bring a concrete result in the form of an International organization.

—

Miss Ida M. Reagan, President of Eureka B. P. W. Club, and Librarian of that city, was a guest at the Round Table Luncheon.

—

THE CLUB LIBRARY

To make these books more accessible to members. a new arrangement for circulating them is now in order Miss Baird of the P. O.'s (who are sponsoring the Club Library) has arranged to have a Club member in attendance each day, except Saturday, between 12 and one o'clock. Books may then be issued and returned. In addition, the books will as always, be available at the Saturday Book Reviews and at dinner meetings of the Club.

Soon the cataloguing of our Library will be completed and members will be agreeably surprised to find how the Library has grown. It is for every member to enjoy. Avail yourselves of the privilege.

—

Most of the world's big jobs are held by men who didn't impress the neighbors very favorably as youngsters.

CALENDAR

MONDAY, FEB. 4—Membership Com. Dinner.
MONDAY, FEB. 4—Choral Section, 7:30 P. M.
THURSDAY, Feb. 7—Luncheon—Business Meeting
SATURDAY, Feb. 9—Book Review, 2 P. M.
THURSDAY, FEB. 14—Dinner, Valentine Party, 6:30 P. M.
SUNDAY, FEB. 17—State League at Gilroy
THURSDAY, FEB. 21—Legislative Luncheon
THURSDAY, FEB. 28—Entertainment

ON TO GILROY!

On Sunday, Feb. 17th, the next quarterly meeting of the State League will be held at Gilroy, the B. P. W. clubs of city and of Morgan Hill combining as hostesses, with the most recent club of Santa Cruz in attendance.

The meeting will begin at 11 A. M., with luncheon served at 12, and entertainment features extending into the afternoon.

We can have a bus all to ourselves to take us down and bring us back when we please, if we can get 30 to go, and it will only cost us $1.75 each for the round trip. Then if it should be showery, we wouldn't mind. Anyone desiring to go in the bus please phone the club rooms as early as vossible. Many have already expressed their pleasure in going in this way.

It will be a lovely trip. Let's make it a banner attendance. And you know that Mabel Graham, daughter of our own Mrs. Graham. is president of the Gilroy Club.

—

WILL YOU BE MY VALENTINE?

How long is it since you have attended a real Valentine party? On the 14th is your opportunity. You may come without a special costume, if you desire, but it is to be hoped that every one will appear in fancy costume, which may be grand or comical, of any period or nation. Many prizes will be offered for the different classes of costumes. A good dinner will be served. A host of games are being prepared, to be followed by dancing. It will be a hilarious evening, with FUN from start to finish.

GOOD WILL TOUR

The National Federation will send this year not one Good Will group, but two to European countries One group will retrace much of last year' itinerary. The other will adventure into Scandinavia and Central Europe.

Lena Madesin Phillips. National President, will head the latter party, which includes on its itinerary Norway, Sweden, Denmark, CZecho-Slocakia, Austria, Hungary, Germany and France.

The two groups will meet in Paris for five days of sightseeing and contacts with Parisian business women before sailing for home, and will return together on the Aquitania.

Officials of the Department of Commerce will againhelp to arrange conferences with outstanding business women of the various cities, at dinners, teas and other social functions.

Miss Phillips and Miss Kneubuhl as spokesmen for the two groups will make the principal addresses at each of these conferences, and there will be responses from the foreign women.

Everywhere representatives of the tour will urge the formation of business and professional women's clubs, and will give their foreign hostesses all possible assistance with organization problems.

The Southern group will be the first to sail, leaving New York City July 19 on the **Caronia.** July to August 1 are to be spent in London; August 2 in the Hague, August 3 and 4 in Amsterdam, August 5 in Brussels, Augut 6 in Basle; August 7 and 8 in Geneva; August 9, 10 and 11 in a motor coach tour over the Alps, touching at Briancon, Barcelonnette and Nice; August 12 to 23 in Italy, visiting Genoa. Rome, Florence, Venice and Milan; August 24 in Vitnau and Lucerne and August 26 to 31 in Paris.

The Northern group will sail July 20 from New York on the **Bergensfjord,** arriving at Oslo, Norway, July 30. July 31 and August 1 will be pent in Oslo; August 2, 3 and 4 in Stockholm and en route to Copenhagen; August 8 en route to Berlin; August 9, 10 and 11 in Berlin; August 12 and 13 in Dresden; August 14 and 15 in Prague and en route to Budapest; August 17 and 18 in Budapest; August 19, 20 and 21 in Vienna and en route to Munich; August 23 and 24 in Munich and August 26 to 31 in Paris.

The trips have been so skillfully arranged that there is an alluring blend of sightseeing and Federation conferences. The members of the tour will have opportunity to visit art galleries and museums, to journey to Elsinore and other places of historic and romantic interest, to visit the battlefields and relive the drama of the World War and to get a vivid glimpse of Continental life.

Particulars regarding either trip may be obtained by writing to National Federation headquarters.

—

JUNIOR JOTTINGS

Tuesday evening, Feb. 5, a regular business meeting will be held, followed by a most interesting and instructive talk on "Insurance For Business Women" given by Mrs. Isabel Dingwall, of the Senior Section.

Another interesting program is being arranged for Tuesday, Feb. 19, with a speaker. At this meeting Lucille Bacque will be awarded the National emblem pin, which she won for selling the greatest number of tickets to the "Peekaboo Lady."

"Cupid's Frolic" on Friday, Feb. 15, promises to be one of our most interesting dances, the name itself is very enticing. Josephine Allara is chairman.

Standing committees have been appointed by our president. Thanet Mellick, and work for the year is startinfi out with a boom. The following are committee chairmen: Initiation, Isabelle Racouillat; Social, Frances Kofoed; Membership, Lucille Bacque; Loan Fund Juanita Stanley; Good Cheer, Alma Kofoed; and Publicity, Harriet Bakewell.

Harriet Bakewell,
Publicity Chairman.

—

MONEY TO INVEST

The Trustees of the Florence M. King Scholarship Fund find themselves in possession of some $300 now which is available for loans to worthy young girls. Exverience has shown that it is wise for us to invest this money in loans only when the girl can secure the signature of a responsible parent or guardian with her own to guarantée repayment. If you know of a girl who needs help to put her into the wage-earning class, or to increase her earning capacity, and who has shown herself conscientious in her efforts to help herself, first, let us hear about it. We will help her gladly. Address the Trustees, care of the club.

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BUSINESS WOMENS HERALD

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Volume Five | Oakland, California, March 4, 1929 | Number Thirty-six

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Golden Sheaf Remar Co.

CORRECTION

Lest unmerited criticism be directed at those who urged the financing of the club by raise of dues and no ticket selling, I beg to state that the sending of tickets for the Spring Festival and Exhibition to all club members instead of stockholders in Holding Co., was an error, arising through a mix-up of the lists.

Bird M. Wilson.

CALENDAR FOR MARCH, 1929

DINNER

Thursday, March 7, 6:30 P. M.
Ceremonial for New Members.
Guests of Honor, Founders of the Club
Election Balloting, 5:30 P. M. to 7:45 P. M.
After Dinner — Cards

MUSICALE AND TEA

Sunday, March 10, 3:30 to 5:30 P. M.
Hostesses: Past Officers
Guests of Honor, New Members
Josephine Swan White, Program Chairman
Piano Selections, with two pianos
Caroline E. Irons, Mildred Randolph
Violinist, Nora Crow Winkler
Selections from the 4 Operas
to be given by Chicago Grand Opera Co.,
Rudolphine Radil, Soloist
Josephine Swan White, Accompanist
Miss Radil will also describe the operas in short talks

LUNCHEON

Thursday, March 14, 12:15 P. M.
Program in observance of
Business Women's Week
Bessie Wood Gustason, Chairman
Details later in daily papers

LUNCHEON

Thursday, March 21, 12:15 P. M.
Speaker to be announced later in daily papers

DINNER

Thursday, March 28, 6:30 P. M.
Installation of Officers
Mary Barmby, Retiring President
Program Chairman
Guest Artist, DOVE KILLGORE
Prize Winner in National Radio Contest
Our Own Oakland Girl
Other attractive features

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Oakland Crematorium and Columbarium
Mrs. Teresina B. Morgan, Mgr.
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The Pioneer Institution of the East Bay

FALL IN

Soon we will be saying "Hail and Farewell" to old and new officers of our club. Each year we have been favored with competent, unselfish leaders, and each year one set is trying to establish better conditions for those to follow. Many problems have been worked out during the past year, and a plan presented for clearer sailing under the budget with the new dues, leaving greater opportunities for club service among its members and in the community.

By a very large majority, after two meetings for full discussion, the dues were raised to provide a sufficient amount to meet running expenses without the necessity for outside activities, and to undertake the fulfillment of some of our cherished ideals.

It is our privilege, each and every member, to support this action of the large majority. It is our opportunity to make our contribution, not only to the personal pleasure and enjoyment found in club relations, but toward the movement for better and bigger business women that is advancing steadily onward over the nation, and indeed, to all the nations of the world.

So "Fall In", get in line, and go forward shoulder to shoulder with the business women of the world.

JUNIOR JOTTINGS

Tuesday, March 5, the regular business meeting will be held, many items of importance will be brought to the club's attention. An invitation has been extended to Miss Annie Woodall, president of the Calif. Leagu of B. P. W. C. and Second Vice President of the National Federation, to be our guest and speaker for the evening.

March 15 is the date of the next Junior Dance, Mildred Bocca is chairman.

On March 19 the social chairman, Frances Kofoed, is planning an evening of bridge. It will be a splendid chance to become acquainted with our twenty new members, who were initiated last month.

Th Loan Fund, which was established by the Juniors in 1925, is now ready to be put into use. So far two applications have been handed in and a decision is to be made in the near future. Miss H. Kruger, of the Seniors, is advising the Loan Fund Committee in their work.

We extend our sincerest congratulations to our past president, Laurie Thorne Shultis, as she was recently installed as Excellent Chief of the Pythian Sisters. The lodge is fortunate in having such a girl as Laurie for their executive.

Harriet Bakewell,
Publicity Chairman

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AMONG OURSELVES

The Choral Section meets every Wednesday evening during March, at 7:30. Interesting plans are under way. Announcements later.

—

Laura Pinkston is receiving congratulations on the arrival of a grandson in the home of her son. Too bad he can't be a business woman. But then, a "club husband" is something to look forward to.

—

Someone has dubbed our President-to-be a "business engineer". Quite in keeping with the spirit of the times to have an engineer president, isn't it?

—

Last year we gave the principal function in observance of "Business Women's Week", other clubs in the East Bay joining with us. This year we will devote a luncheon meeting to it, and unite with Alameda Club at dinner on March 14th. From the 10th to the 18th the B. P. W. Clubs over the United States will give public notice to their work and aims.

Zayda Bartley is home again in Oakland, this time we hope to stay.

—

Have you noticed the fashionable ensemble suits of linen just being put out by Mrs. Carroll, in the Belfast Linen Shop, in our club building? What could be more suitable for the lovely spring days than a suit of fresh linen, in a tint that matches the blossoms? Just the right weight, too, for our climate.

—

We are closing our club year with a perfect wealth of good things, aren't we? In addition to the installation dinner with Dove Killgore as guest artist, just look at the program for the "Tea" on Sunday afternoon, March 10th! Josephine Swan White. Rudolphine Radil, and Caroline Irons, three of our very talented members, have certainly arranged to give us a treat musically, as well as tell us just what we want to know about the operas to be presented this month.

—

Parley-vous-Francais? Then join the table in the corner of the Garden Room Wednesdays and Fridays. Lots of fun.

The quarterly meeting of the State League at Gilroy was just the success expected with the two delightful young presidents of Gilroy and Morgan Hill clubs as "mistresses" of ceremonies. Oakland members filled a large bus and one or two overflow machines. Large delegations were from Richmond, Berkeley Alameda, San Francisco, San Jose, and Busanpro Club from Los Angele, which has never missed attendance at a meeting of the State League, sent a delegate. The newest club, San Luis Obispo, was warmly welcomed. Its members drove up, starting before daylight, and were going back the same night, to be on hand for business on Monday. That's the stuff we're made of! We were honored by a welcome from the Mayor of Gilroy, and his presence at the lovely luncheon served in the roof garden of the Hotel Millas An interesting business meeting, a delightful program, fine hospitality, a most satisfactory day!

—

BOOK REVIEW

A delightful program of varied appeal will be presented for the pleasure of club members and their guests at the Club House on Saturday afternoon, at two o'clock, March 9, 1929. Following are the participants:

Bird M. Wilson will present a group of poems on "Spring";

Ann Fraser, principal of the Woodrow Wilson Junior High School of Oakland, who has achieved a considerable reputation by her public presentations of current events will give us an hour of interesting comment on the world events of today:

Ann Kennedy will tell us of some of the more interesting new books.

Luncheon at one o'clock will be served to all who make reservations with Mrs. Reid, Oakland 1470. Miss Fraser will be our guest.

Hermine Kruger,
Chairman

—o—

Judge: "What is the charge, Officer?"

Officer: "Driving while in a state of extreme infatuation."

DANCING

Did you know that every Saturday evening you may dance at our club house, to the same music playing at Sweet's on other evenings, with a nice crowd of people? Just drop in and enjoy a few dreamy waltzes, or liven up with a peppy fox trot.

—

And in April comes "American Girls Week", a movement initiated on this coast, and now spreading over the nation. We'll hear more of that later, as Carrie Hall and Josephine Holley are our representatives on the Service Clubs Council, sponsoring the celebration.

—

"Fashions in shopping have changed a great deal in the last fifty years," said Mr. Creamer, dean of N. Y. floor managers. "Thirty year ago, when a woman went shopping for the makings of an afternoon gown, she carried in her bag a list of minimum requirements which read something like this:

15 yards of wide silk
5 yards of skirt lining
3 yards of horsehair cloth to stiffen the skirt
4 yards of silk for a dust ruffle
5 yards of velveteen skirt binding
24 inches of skirt belting
24 inches of waist belting
1½ yards of sleeve lining
1 yard of crinoline to stiffen the skirt
12 inches of buckram for the collar
4 dozen fancy buttons
1 card of large hooks and eyes
2 cards of medium hooks and eyes
1 card of invisible hooks and eyes for the skirt placket
5 spools of silk thrad
3 spools of cotton for basting
4 spools of buttonhole twist
2½ yards of featherbone for waist
1 yard of small boning for the collar
1 yard of seam binding.

"Today she simply buys four yards of silk and a spool of thread!

"What could better tell the story of woman's emancipation!"

—o—

Life is short and wears away.
Make the most of life you may—
—Oldys.

ATTENTION

Through the courtesy of the Kemper Kompak Radio Co. a radio set will be installed in the Garden Room so that all the inaugural ceremonies may be heard on Monday, March 4th. Breakfast will be served to those desiring it at 7:30. The radio will be in operation at that hour and continue all during the morning. Phone Mrs. Reid for breakfast, or come later and enjoy the broadcasting.

—o—

Adria: "How old were you Carrie, on your last birthday?"
Carrie: "I haven't had any last birthday yet!"

—

ELECTION

On Thursday, March 7th, the polls will be open at the club rooms from 5:30 P. M. until 7:45 P. M. Don't neglect to drop in and leave your ballot, complimenting our officers by a big vote.

The officers selected by the Nominating Committee, and nominated at the meeting of the club on Feb. 28th, are the following:

President, Faye Otis Buckley,
Vice-President, Mary Campbell.
Rec. Secy, Ada Porter.
Cor. Secy, Alice L. Osborne.
Treasurer, Jessie Frost.
Auditor, Delena Randall.
Directors, Mary Barmby, Karen Johnson, Josephine Holley.

—

It is gratifying to know the appreciation of those outside our membership of privileges they have had in connection with the club. Miss Stella Huntington has enjoyed many of the Book Reviews as a guest, and has expressed her appreciation in substantial form, by a gift of $10 toward our library fund. We regret that she is removing from Oakland, and can no longer attend the reviews, but her thought will remain with us in the form of valuable books. We are justifiedly proud of these programs, a membership privilege entirely without cost.

—o—

He who receives
Light from above, from the Fountain of Light,
No other doctrine needs, though granted true. —Milton.

HEAR A SECRET

"Have you seen her?" called the oak tree,
Catching at the wind's light mantle,
"Do you know how she has traveled
And how soon she will be here "
"Hold me not," the wind retorted,
Shaking free his rustling costume
From the waving. naked branches,—
"Very soon she will appear."

"Hear a secret," creaked the oak tree
As he bent toward the willow
And his buds swelled with importance.
"I have heard that she is near."
But a wisp of sedge grass. hearing,
Turned to whisper to her neighbor,
"She is well upon her journey—
This is confidential, dear."

Other wisps of sedge grass heard it,
Passed the news to one another,
And the voices grew in number
Till, across the marshes sere
Rolled, hilarious, a billow.
Broke the river's surface, sweeping
Cakes of ice to seaward, shouting
"Go your way. for Spring is near."
Pauline Pearl Strachan.

—

"Yes, sir, I believe big wars are often caused by the smallest matter," ruminated Old Man Jones. "Things that a fellow thinks don't amount to a darn will sometimes pile up a mountain of trouble. Why just the other night my wife was working over a cross word puzzle and she looked up and said, 'what's a female sheep?' And I said, "Ewe." And there was another big war on."— The Coach.

—

"Your wife asks for a divorce," the judge announced. "She declares that you neglect her and go out nights. What have you to say?"

"Nothing, your Honor," the defendant answered mildly, "except that I do not like to stay home alone."—Time.

—o—

Why does a Scotchman object to drinking out of a bottle?
Because he has to tip it.

Bird M. Wilson represented our club at the birthday dinner of the Burlingame Club in Feb., driving down with Annie E. Woodall, State President of B. P. W. League. Lincoln was the motif of the program, and the charming hospitality, lovely decorations, and good dinner completed a happy evening.

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Reserves Hours 5 to 7 for Business Women
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Third Floor Lakeside 1536

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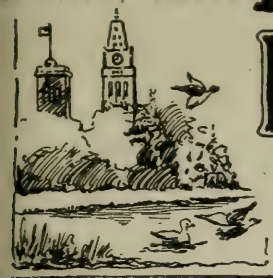

BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Five | Oakland, California, April 1, 1929 | Number Thirty-seven

THE BUSINESS AND PROFESSIONAL WOMEN *will enjoy*

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Lift up your heads, O ye gates; and be ye lifted up, ye everlasting doors; and the King of Glory shall come in!

CALIFORNIA STATE LIBRARY

CALENDAR FOR APRIL, 1929

LUNCHEON

Thursday, April 4, 12:15 P. M.

Meeting of All Committees.

Discussion of Proposed Work.

Laurette A. Payne, Dietitian, will outline health menus, and with her associate, Grace Bull, home economist, supervise the preparation of food served at the luncheon.

DINNER

Thursday, April 11, 6:15 P. M.

Speaker: Mrs. Rose S. V. Berry

Lecturer and Writer and Educational Director

Subject: Tendencies in Modern Art

ROUND TABLE LUNCHEON

Thursday, April 18, 12:15 P. M.

Speaker: Josephine Swan White

DINNER

Thursday, April 25, 6:15 P. M.

Speaker: Harry Caldwell

Pres. International Assn. Fingerprint Experts
Chief Criminal Identification Expert of City of Oakland

Subject: "Character Analysis"

Phone reservations for all meetings, Oak. 1470

BUSINESS WOMENS HERALD

Official Publication of the
BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

Laura E. Pinkston....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. — OAKLAND 1470

Issued every month in the interests of the Business and Professional Women's Club.
Subscription Price $1.00 per year

Entered as second class matter, Jan. 17th, 1927, at the post office at Oakland, California, under the Act of March 3, 1879.

OFFICERS

President.....Faye Otis Buckley
Vice-President-Mary M. Campbell
Secretary....Ada Elizabeth Porter
Cor. Secretary....Alice M. Osborne
Treasurer.....Jessie Frost
Auditor.....Delena F. Randall
Jennie E. Reid
Executive Secretary
Isabel W. Dingwall
Assistant Secretary
1608 Webster St., Oakland 1470

DIRECTORS

Mary Barmby
Josephine Holly
Karen Johnson
Martha Holmes
Freda Smith
Jean Baird

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Book Review.....Hermine Kruger
Past Officer.....Floss Warner
Choral.....Mrs. Leroy, Leader

JUNIOR SECTION

Thanet Mellick .....President
Alice Moore.....Advisor

Emilie J. Edmonds
Face and Scalp Specialist
Reserves Hours 5 to 7 for Business Women
1444 San Pablo Ave.
Third Floor Lakeside 1536

Oakland Crematorium and Columbarium
Mrs. Teresina B. Morgan, Mgr.
Howe and Mather Sts., Oakland
The Pioneer Institution of the East Bay

TO EVERY MEMBER OF OUR CLUB—A THANK YOU.

The loyalty of a Club to its president is a splendid ideal, and in our own Club a real fact, as I do here testify.

ALL HAIL TO OUR NEW PRESIDENT and her cabinet. FAYE OTIS BUCKLEY we are with you. Club members all may we not promise her that our slogan for her this year will be,

THURSDAYS ARE CLUB DAYS — We will keep it.

MARY BARMBY,

———:o:———

Dear Fellow Club Members:

Working together with the same co-operation which has been given to club undertakings in the past years, we hope to go far this year toward our goal of fellowship and service, the cornerstone of our building, and the objective of our organization.

We hope not only to accomplish more and more in service to the community, but in doing so we plan to play more, become better acquainted, and be in truth one family in our close relationship, in joy and sorrow.

Our officers in the past have built for us a firm foundation through their unstinted energy and many sacrifices. Upon that foundation we, the incoming officers, rest with confidence, assured that with the active interest of each and all of you supporting us, we shall be able to accomplish our highest ambitions for the club.

FAYE OTIS BUCKLEY.

BOOK REVIEW

On Saturday, April 13, 1929, at 2 P. M., we are to have something new to add a bit of spice to other interesting events.

Those of you who read in the January "Independent Woman" that lively skit entitled "Help Wanted—Female" by one Carlotta Oddie, might like to meet the author. Her real name is Mrs. Dorothy Thomson, her home is in Mill Valley, and she has consented to be our guest on this occasion and to read something from her own writings. The full program follows:

Dorothy Thomson in Readings.
Zayda Bartley, Current Events.
Lola Mitcheltree Reviews of late books.

Luncheon will be served at 1 P. M. at the club house, and is open to all who make reservations. Mrs. Thomson will be our guest. Phone Oak. 1470.

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AMONG OURSELVES

If you don't see some of our retiring officers for a few days, just remember that there were initiation "doings" last Saturday evening, when Josephine Swan Whie was hostess to the P. O.'s at her studio. Was it a quiet crowd? Ask the neighbors.

—

Our President has presented the club with a complete Roster of club members, including, name, business and phone number, beautifully set in a metal case, very complete and useful. Please examine it when at the Garden Room, and give the Secretaries any corrections or changes in names or addresses.

—

Alice Moore is peering behind those fascinating veils just now, seeing what the women of Turkey really look like.

—

Alice Zwillinger provided a charming feature at the Spring Festival on Saturday, with her pupils presenting the following numbers: Boy Blue, by Dorothy Grosscup; The New Ball, by Wilma Schultz; Toe Duet, by Vivian and Veronica Woodard. Muriel Olofson at the piano.

—

Taft & Pennoyer's window decorated for Business Women's Week held us spellbound; a magic composition of symbology, art, and practical efficiency.

—

Have you noticed the roof garden responding to Lea Brunquist's care? Tables are set there now among the flowers.

—

The Sunday afternoon Opera Tea was such an overwhelming joy that it has been decided we cannot live without them. We were so proud of each number, and look forward eagerly for the next.

—

Everyone who heard Margaret Heaton read the prize essay won at Mills College last year, resolved to sell many more cans of candy next Christmas, if it will assist such splendid girls to do such competent work. Our faith in the youth of to-day was quite confirmed, and our hearts bursting with pride as we listened. And Dr. Owen's description of other girls who have won the prize given by our club was of greatest interest.

Who has not been fascinated by the marvels of finger prints and identification of criminals by character behavior, in the mystery stories now holding the public mind? At our dinner meeting of April 25th we will hear all about them from an expert, Mr. Caldwell, who has learned how to see right through you, no matter how you seek to dissemble, from his long experience in analyzing the behavior of us humans.

—

Mrs. Rose S. V. Berry, who will speak to us on April 11th, has a rich experience as a lecturer and writer on art topics. She is now assisting in arranging the exhibition of sculpture in the Palace of the Legion of Honor in San Francisco, which will be one of the largest exhibitions ever given in the world, with famous pieces of sculpture from all countries.

—

Mrs. Lucia Ames Mead, who gave us such a fine talk at the installation dinner, will speak in Berkeley, at the 1st Congregational Church, on Thursday afternoon, 2:30 o'clock, April 4th.

—

The first of next month marks an important date in civic progress. Then will be started a scientific survey of Oakland's present status as a city and an outline of plans for future development.

With the sudden coming of many new demands American cities have learned the lesson that growth no longer may be left to care for itself. In the learning of that lesson huge sums have been expended by municipalities and their citizens.

Is it not time that women should be taking more interest in city housekeeping, and occupying positions in the city management? They are the housekeeper of the world, past masters in economic management. What better service can they give than to serve the community as they have served their own homes? Let us elect good women to office.

—

Watch the newspapers for announcement of programs for "Girls' Week" April 20-27, in which we shall all be happy to join.

JUNIOR JOTTINGS

Tuesday, April 2, a business meeting will be followed by a program. Mrs. Helen S. Artieda, of the Public Welfare League and a member of the Seniors, will be the speaker and her message will be of interest to all. Mrs. Artieda is the Chairman of Girls' Week.

Friday, April 12, another of the ever popular Junior Dances will be given. Juanita Stanley will be chairman.

Tuesday, April 16, a surprise social program is being planned. Plan to come and spend a happy evening with your club friends.

Sunday, April 21, from 3 to 5 p. m., the Section will be hostess at a formal tea for prospective members and friends. Lucille Bacque, Chairman of the Membership, and Mary Allen are in charge of the plans for the event and are being assisted by an able committee.

Our president, Thanet Mellick, has been appointed Chairman of the Junior Business Girls Group for Girls' Week, April 20 - 27.

Owing to the resignation of Evelyn Baldaramos as Secretary of the Section, the Board elected Josephine Damaschino a member of the board, to fill the office. Isabelle Racouillat was elected to the board to fill the vacancy left by Miss Damaschino. Best wishes to our new officers.

Plans for a Club Hike are in the air, come to club Tuesday night and hear of them.

Harriet Bakewell,
Publicity Chairman.

—o—

BRIDGE LUNCHEON

Carrie Kennedy announces that several requests have come to her for another of our delightful Bridge Luncheons some Saturday noon. She says, if there are enough who wish it, "Barkis is willing" to put it on, but it must be distinctly understood this is a "request program" and not a ticket-selling affair. The Bridge Luncheons were much enjoyed last year, and a number of members like to entertain friends in such manner. So if there are a sufficient number who would like to have one about the middle of April. Mrs. Kennedy will arrange it in her own perfect way. Leave word with Mrs. Reid, or communicate with Mrs. Kennedy.

TENTATIVE LIST

B. P. W. C. COMMITTEES. 1929.

Mary Campbell, Vice-President and Director of Committees.

It is desired that every member of the club, as far as possible, serve on some committee. This is a tentative list. If you would prefer to serve on a different committee than as designated here, please indicate which one. If you have not yet volunteered to serve at all, will you do so, expressing your preference of committees. If there is a committee not mentioned which you would like to have formed, will you suggest it?

ATTENDANCE—
Chairman. Anne P. Kennedy
Kirkendall, Ogden, Holly

COMMUNITY SINGING, PIANISTS AND LEADERS—
Chairman, Maud Petersen
Martin, Irwin, Gukie, Kelley, Randall, Roland, Stedman, Morgan

CIVICS—
Chairman, Helen S. Artieda
Wilson, Gustason, Pennington, Perry, Haas, Ackerman, Aydelotte, Chickering.

CHORAL—
Chairman, Mabel Saylor

DECORATION—
Chairman, Anna Ihrig
Latimer, Rankohl, Beaumont, Sharwood, Spencer, Austin.

DRAMATIC—
Chairman, Ella Saylor

EMBLEM—
Chairman, Freda Smith

EDUCATIONAL FUND—
Chairman, Mary Belle Guber
(To give one yearly entertainment or benefit of this fund)

FLORENCE M. KING EDUCATIONAL FUND—
Trustees: Kruger, DeToy. Saunders

EAST BAY SAFETY COUNCIL—
Chairman, Elisabeth Sherman
Cooper, Webster

EMPLOYMENT BUREAU
(fo service of club members)
Chairman, Maude Asher
Hoobin, Lignall, Laura Petersen Graves

FINANCE AND BUDGET—
Chairman, Ida G. Swift
Frost, Randall, Suzanne Chalmers, Rae, Wythe, Bradley

FELLOWSHIP AND SERVICE—
(To give one yearly entertainment to raise funds for service)
Chairman, Suzanne Chalmers
M. Chalmers, Buxton, Clow

FASHION SHOWS—
Chairman,.....
Anne Kennedy, Ormsby, Anson, Farrar, Lamberson, Phillips, McKenney, King, Holly, Buzzalino, Nichols, Talbert, Bell

GOOD WILL AND SUNSHINE—
Chairman, Lea Brunquist
Saunders, Gibson, Barker, Shestek

HISTORIAN—
(To keep history of club)
Chairman, S. Chalmers
Committee to be appointed

HEALTH—
Chairman, Dr.....Kent
Moon, Higley, Rieff, Schmidt, Schmidt, M. Chalmers, Carter

HOUSE—
Chairman, Martha Holmes
Edmonds, Dingwall, Hammond, Reid, Graham, Mitcheltree, Rennie

HERALD—
Chairman, Bird M. Wilson
Shuler, Steen, Viganego, Beveridge

HOSPITALITY—
Chairman, Carrie E. Hall
French, Farrar, Griesemer, Barndollar, Bartley, Swauger, Mendel, Havlin

INTERNATIONAL RELATIONS—
Chairman, Floss Warner
Andrews, Moore, Christensen, Shade

JUNIORS — SENIOR COMMITTEE—
S. Chalmers, Baird, Moore

LIAISON OFFICERS—
Chairman, Mrs. A. M. Jessen

LIFE MEMBERSHIP—
(To investigate and consider plans for life memberships and present recommendations to the club)
Chairman, Dr. Margaret Wythe
Shuler, and volunteers

LIBRARY—
Chairman, Jean Baird
Porter, Bartley

LEGISLATION—
Chairman, Eloise Cushing
Haas, Wilson, E. Hunter

MUSIC—
Chairman, Alice Irwin
Bunker, LeCroix, Whitton, Morgan

MEMBERSHIP—
Chairman, Florence Bussell
Swauger, Morgan, McKenney, Lewis, Williamson, Bridge
Bullard, Chapman

PROGRAM COUNCIL—
Chairman, Mary Campbell
All past presidents. vice-pres. and program chairmen

PROGRAM COMMITTEE—
(To secure programs, work to be divided into periods of three months. Volunteers asked to work on this committee, if only for one month)
Chairman, Elsie Beaumont
Dr. Minora Kibbe, Rogers, Reid, Dougherty, Malinen, Perata, Morken

PICNICS—
Chairman, E. K. Clow
Kuss, Prichard, Wishart, Bodington, Richardson, Cooley, Gilmore, Parkinson

PUBLICITY—
Chairman, Edith Bakewell
Graves, Gredel, Rosseter, Silva
Stoddard, Bruns

PURCHASING—
(To purchase for the club, patronizing club members where possible)
Chairman, Thora Benson
Crowder, DeToy, Mitchell

ROOF GARDEN—
Chairman, E. Rucker
E. Potter, Simmons, Brunquist

RECEPTION—
Chairman, B. Wood Gustason
Barmby, Fuller, Escoffier, McClenegan, E. Potter, Bledsoe
Metcalf, Burckhalter, Morris, Lehnhardt, Neidt, Stedman, Young, E. Cooper

ROSTER—
(Prepare Club Roster and keep it up to date)
Chairman, Grace Coleman
M. Petersen, Escoffier, Egan, Parkinson, Gilmore

SOCIAL—
(To provide activities for the pleasure of club members, and to provide ways and means for meeting necessary expenses not provided for in budget, such as needed for programs, speakers, socials, etc.)
Chairman, Carrie P. Kennedy
H. Moore, Buxton, E. Miller, Hunter, Campbell, King, M. Chalmers

STUNTS—
Chairman, Jessie Eckles
D. Fisher, Wirt, Barndollar, Beaumont, Brown, L. DeV. Hall, Lamberson, Jenkins, McKenzie, Boynton, M. Kennedy, Mohr, Elftman, E. J. Hall, Richardson Ryan, Stromberg, Zwililnger, Warner

STAGE-SETTING AND SCENERY—
Chairman, Mme. Louise Kurtz
LaCroix, Roth

SUNDAY AFTERNOON MUSICALES—
(For members and friends as a contribution to happiness through the influence of art, music and poetry)
Chairman, Josephine Swan White
Radil, Irons, Dougherty, McKenney, Phillips, Maiden

SCHOLARSHIP PRIZE—
Prizes for essays at Mills College and University of California, $50 each yearly, under direction of Past Officers

SERVICE CLUBS COUNCIL—
Mary Barmby, Chairman
S. Chalmers, Holly

TRAVEL AND SPORTS—
(To arrange groups for athletic diversions, swimming, archery, golf, flying, tennis, yachting, etc., trips and excursions)
Chairman, Mabel Saylor
Dr. Neil, Cross, Graem, Stanger. Chapman, Quinn, Maleton, and two Junior members.

BUSINESS WOMENS HERALD

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Volume Five | Oakland, California, April 29, 1929 | Number Thirty-eight

A practical solution of the clothes problem . . .

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CALENDAR FOR MAY

LUNCHEON

Thursday, May 2, 1929, 12:15 P. M.
Speaker, Mrs. Eugene K. Sturgis

TRIP TO SCULPTURE EXHIBITION

Sunday, May 5, 1929. Trains at 8:30 A. M.
Meet at front door, Legion of Honor, in San Francisco, at 10 A. M.

FASHION SHOW

Thursday, May 9, 1929, 6:15 P. M.
See inside page for details
Also, Choral and Band Entertainment
Special Price $1.25 Per Plate

ANNUAL MEETING STATE LEAGUE

Saturday, May 11, 1929, Hotel Alameda
Sessions begin 10 A. M. Banquet, 6:30 P. M.
Interesting Reports of State Work, Election of Officers
Speakers from National B. P. W. C.

ROUND TABLE LUNCHEON

Thursday, May 16, 1929, 12:15 P. M.
Speaker: Luella Stone Swauger, M. D.
Also, Mr. Glenn Hoover, Head of Sociology Department of Mills College

DINNER

Thursday, May 23, 1929, 6:15 P. M.
Mrs. Lawrence Perata, Chairman
Speaker: Mrs. Sue Fratis
Subject, Social Factors Influencing Youth
Piano Solo, Miss Alice Pastorino
Group of Mexican Dancers in costume

BRIDGE LUNCHEON

Saturday, May 25, 1929, 1 P. M.

PICNIC

Thursday, May 30, 1929. Watch for details later

TEA AND MUSICALE

Sunday, June 2, 1929, 3 to 5 P. M.
In Honor of New Members

Make Reservations for all meetings at Club House including State League Meeting. Phone Oak. 1470

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OUR PROGRESS.

Many notable changes have come since the World War, and none more significant than the entry of women into business and professions. And to realize the rapidity of their progress one has but to look at the National Federation of Business and Professional Women, organized in 1919 with less than 200 delegates, and now comprising about 1000 clubs with a membership of 52,000. With this number of earnest, successful women in almost every conceivable line of endeavor, already a power in the United States, they are now turning their attention to the uniting of business and professional women in all the countries of the world, through organizations of similar character.

The purpose of this movement is two-fold: "Better business women for a better business world", and world peace through international good will in the better understanding between peoples.

As a direct result of the Good Will Tour made by a group of our members last summer to Europe, a Woman's Bank has been started in Rotterdam, the idea originating from a discussion of methods in America. Who can tell how many ideas were exchanged in other lines, and will be with the women of many other lands, to be visited on the Good Will Tour this year?

The National Federation is made up of the State Federations. The work of the individual clubs is carried to the state convention and from there to the national, and then on to other countries. So the accomplishment of each club as an organization, or through the accomplishment of its individual members, becomes a potential factor in world progress for women.

Let us compare notes with our sister clubs at our State Convention, share our experiences, and exchange ideas for our common good.

JUNIOR JOTTINGS

Sunday, May 5, is the date set for the club hike to Marin County. Everyone is to meet at the flower stand in the Ferry Bldg. at 8:00 A. M. Let's see a big turnout for this event.

Tuesday, May 7, is the regular business meeting to be followed by a speaker, who will be announced later. Bear in mind the meetings start at 8 P. M., let's see a crowd and everyone on time.

Friday, May 10, is the date for the "Whoopee Sport Dance", a capable committee headed by Alma Kofoed is in charge and a marvelous time is assured everyone.

Tuesday, May 21, a very special attraction is to be our good fortune. A film entitled, "The Making of a Newspaper" is to be shown through the courtesy of the Post-Enquirer, this picture is of unusual interest. Mr. J. E. Doyle, Radio Editor of the paper, will present the picture and give a short talk. Plan to come and bring your friends, a special invitation is extended the Senior members to be present.

Friday, May 31, a theater party at the Fulton is scheduled, the play has not been announced as yet but it is sure to be good with Marjorie Rambeau heading the cast. The proceeds will go toward the Scholarship Fund, so get behind this event and sell tickets. The club looks to each of you for support in this and all events for the month. Show your club spirit.

The club was most fortunate in having a lovely musical program at the tea on April 21. Sincere appreciation is extended to Mrs. James Crase, Miss Farah Fallon, and Mr. Jack Tehan who rendered vocal solos.

Harriet Bakewell,
Publicity Chairman

Employment Bureau for Club Members:—

Often times Oakland business men look to our club for trained business women when they have positions of importance to fill. The bureau has set in motion the system necessary to make contact with our members.

If any club member wishes to be notified of inquiries that are made to the club, please see Maude Asher and register with her. There is no charge for this service and it is hoped that the bureau may be of real value to our club members.

—

The Index of club members showing the name, address, telephone numbers and occupation of every member is up to date now. Every member is supposed to have checked her name to make sure it is correct. The Index is to be printed this week. The cost of printing it is 15 cents per copy. Any member in good standing may buy a copy. As there are only a limited number of copies to be printed it would be well for anyone wishing a copy to phone Mrs. Reid.

—

All club members who have a birthday during the month of May kindly report to Mrs. Reid or Mrs. Dingwall. You are to send garden flowers and help with the decorations for the month, also, providing you have been really good all along, you may come to your Birthday party on May 23rd, and have the pleasure of cutting your own Birthday cake.

—

The choral have taken over the club stunt which will be given on May 9th along with the Fashion Show. We understad that they are going to furnish a band for the evening's enjoyment—surely a gala affair.

Mrs. LeRoy, our choral leader was a guest at Round Table luncheon and led the community singing; but of course it's easy to sing with lots of pep when we can sing Ting-a-Ling-a-Ling to such folks as Mary Campbell and Mrs. White. And wasn't Mrs. Baxter's movie monologue clever? Are you thro laughing yet?

There have been a few corrections to the list of standing committees. The next copy of the Herald will print the correct list.

—o—

AMONG OURSELVES

Plans are under way by the Picnic Committee, Bess Clow, Chairman, for a glorious picnic on May 30th, the last Thursday in the month, Decoration Day. Detailed notice later.

—

Very glad to report Esther Goodwin recovering from a recent illness.

—

The P. O's have again been gadding, this time to the commodious home of Elisabeth Sherman, where bridge mingled with special P. O. types of nonsense passed the time too quickly.

—

Have you seen the new line of hosiery and underwear in Mrs. Carroll's store, the Belfast Linen Shop, in our building?

—

Carrie Kennedy reports over 20 tables already reserved for the Bridge Luncheon on Saturday, May 25th, and not one solicited. Several parties are being arranged for that day, and from the preparations leaking out it will be a mighty pretty affair. Anyone desiring to attend communicate with Mrs. Kennedy or Mrs. Reid.

—

Aren't the new awnings scrumptious in the roof garden? Is there any place else in the city where you can enjoy such delicious food out of doors, a real al fresco luncheon?

—

At the meeting of the State League on May 11th, with the Alameda Club as hostess, we shall have the pleasure of meeting two of our national officer. Miss Mozelle Hair, of the faculty of University of Oregon, and Miss Ruth Rich, Field Secretary, from New York. Miss Annie Woodall, State President, is now in Arizona at the State convention, and will bring Miss Rich here by motor. Let's have a bumper attendance, especially at the banquet.

—

On the evening of May 9th the greatest Fashion Show of the year is planned. We understand that our own club member are being selected as models for the gowns and hats. The following capable committee insures a successful event:

Mrs. Talbott, of Roos Bros., Chairman; Mrs. Kennedy, The Gray Shop; Mrs. McKenney, Capwell's Mrs. Hoobin, Bedell's; Mrs. Bell, La Belle Shop; Mrs. Phillips, Capwell's; Mrs. Anson, The Polly Shop; Miss Buzzalino, Buzzalino's Shop; Mrs. Holly, Whitthorne & Swan; Mrs. Farrar, Taft & Pennoyer; Mrs. Neidt, Milliner.

—

Wednesday is a popular day at the Garden Room, with Mrs. Rucker telling fortunes that really come true.

—

The Junior Board and Senior Board will have dinner together on Monday, May 13th; a real get-acquainted meeting.

—

On June 7th a theatre party is talked of, to raise funds for sending our delegate to the National convention.

—

Mrs. Bartley will be at the club rooms on Wednesdays by appointment, to assist anyone in finding her right place in the world, through her expert knowledge of graphology and hand analysis. How valuable for young people to get started right, as well as older ones to become readjusted.

—

New application blanks ready distribution. Each club member (as well as every member of the Membership Committee) should carry a few blanks with her. Ask Mrs. Reid for them.

—

BOOK REVIEW

There will be no Book Review program in May. The necessity for this omission arises from the fact that the annual convention of the State League of B. P. W. C. occurs on Saturday, May 13th (the second Saturday in May). The convention is to be held close at home, in Alameda, so the P. O's gracefully concede the date to the convention. An especially good program is in preparation for the regular date in June.

Hermine Kruger,
Chairman

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of Business Women's Herald, published monthly at Oakland, Calif., for April 1, 1929, State of California, County of Alameda, ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Bird M. Wilson, who, having been duly sworn according to law, deposes and says that she is the Managing Editor of the Business Women's Herald, and that the following is, to the best of her knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations.

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher Business & Professional Women's Club, 1608 Webster Street; Editor (Mrs.) Laura E. Pinkston, 2932 E. 16th Street; Managing Editor (Miss) Bird M. Wilson, 315 E. 19th Street.

2. That the owner is:

Business & Professional Women's Club, an incorporated body, a non-profit organization, having no capital stock; the officers of which are: Pres. Faye Otis Buckley. 532 16th St., Oakland; Vice-Pres. Mary Campbell, 30 Grand Avenue, Oakland; Secy. Alice M. Osborne, 1042 Excelsior Ave.; Treas. Jessie Frost, New Jackson Hotel.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are none.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

BIRD M. WILSON,
Editor and Business Manager.

Sworn to and subscribed before me this 30th day of March, 1929.

(Seal) W. T. McSORLEY, Notary Public.
(My commission expires October 19, 1929.)

QUALITY C&P SERVICE

COOLEY & PARKER
PRINTERS
907 Franklin Street, Oakland
Phone Lakeside 1341

HAVE YOU HEARD THIS?

How was the Grand Canyon formed?

A Scotchman lost a penny, and started digging for it.

—

On Saturday, May 4th, at 7 P. M. the San Leandro Club B. P. W. C. invites us to a birthday dinner at Alta Mira Club, with Dr. Amelia Reinhart as honor guest. Let Mrs. Reid know if you can attend.

Thanks to Dr. Post for the lovely flowers at last Thursday's dinner.

MRS. ZAYDA BARTLEY
(CLUB MEMBER)
Will be at the Club Wednesday afternoons and evenings for consultation in Vocational Guidance by Graphology and Hand Analysis. By appointment only.
Phone Olympia 5507, or the Club.

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17th and Webster
12 hours for 15 cents
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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Five | Oakland, California, May 27, 1929 | Number Thirty-nine

OAKLAND
MEMORIAL
COLUMBARIUM
(Oakland Crematorium)
MRS. T. B. MORGAN, Mgr.
Howe and Mather Sts.
Oakland

"Consolation, ease of heart, peace and serenity for those who remain to remember"
Club Member

THE BUSINESS AND PROFESSIONAL WOMEN
will enjoy
Remar Cake
WHICH, WE ASSURE THEM, IS THE FINEST CAKE THEY EVER BOUGHT

Try One Today

Golden Sheaf Remar Co.

CALENDAR FOR JUNE, 1929

CONCERT — SPECIAL EVENT

Monday, May 27th, 8 P. M. Admission Free
PHILIP GORDON, Master Pianist
Using Piano of Richard Wagner
Loaned by German Government
(See Program on Inside Page)

MUSICALE AND TEA

Sunday, June 2d, 3 to 5 P. M.
Honoring New Members and Club Guests
Josephine Swan White, Chairman

LUNCHEON

Thursday, June 6th, 12:15 P. M.
Business Meeting; Committee Reports;
Election of Delegates to National Convention

DINNER

Thursday, June 13th, 6:15 P. M.
An Evening of Fun. Club Stunts, Stories, Singing
Bessie Wood Gustason, Chairman

ROUND TABLE LUNCHEON

Thursday, June 20th, 12:15 P. M.
Speaker: RUDOLPHINE RADIL

SPECIAL DINNER

Thursday, June 27th, 6:30 P. M. $1.00
Program arranged by Fellowship and Service Committee

Suzanne Chalmers, Chairman

Guest Artists: PHYLLIDA ASHLEY, Concert Pianist
EVA GRUNINGER ATKINSON, Contralto

BOOK REVIEW

Saturday, June 8th, 2 P. M. Luncheon, 1 P. M.

BUSINESS WOMENS HERALD

Official Publication of the
BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

Laura E. Pinkston....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. — OAKLAND 1470

Issued every month in the interests of the Business and Professional Women's Club.
Subscription Price $1.00 per year

Entered as second class matter, Jan. 17th, 1927, at the post office at Oakland, California, under the Act of March 3, 1879.

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Face and Scalp Specialist

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Lakeside 1536

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12 hours for 15 cents
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TAKE NOTICE

The budget provides for paying half of expenses of one delegate to national convention. We have not progressed far enough this year as yet to make up this amount in time for the convention. Since we cannot all go, shall we not each contribute One Dollar toward the fund, that our club may be properly represented? Freda Smith and Martha Holmes will act as treasurers of this fund, and hope to receive your contributions promptly.

HEALING SONG

I know that flowers have a voice,
That blades of grass can sing;
And trees our tired hearts rejoice
With tender whispering
For in the woods, this morning, I
Have heard the song of each,
Attuned in healing symphony,
The soul of man to reach.

—Eve Brazier.

HAVE YOU DISCOVERED

The marvelous programs that are coming our way?

The way in which the fastidious palates as well as hungry workers are being satisfied at our Cafeteria?

The joy of a table out of doors under gay awnings, amid the flowers?

The convenient Roster of club members in the club office?

That you can get one of the late books from the Club Library any day between 12 and 1 o'clock.

The French practice at cafeteria on Wednesdays and Fridays?

The Song Fest on Wednesday evenings?

The Book Review on second Saturdays?

The Junior Dance once a month?

The fortunes told on Wednesday noons?

PARTIAL PROGRAM FOR SUNDAY TEA

Mrs. Bela R. Sias, in a group of poems.
Mr. George Gernhart, songs, selected.
Mrs. Wilhelmina Smart, in Trista, a play in one act,
From the Carolina Folk Players
Mrs. Batsford, Monologue, "The Night Court".
An eminent violnist and a soprano, whose names are not available at time of going to print.

—o—

The picnic originally scheduled for Decoration Day has been postponed, owing to many requests, the day being so fully engaged with club members. Notice will be given later, when summer weather is really here.

TAKE HEED

The Directors, Membership Committee, and Program Council had a powwow the other evening, and decided to close the membership after the Tea to New members on June 2nd. Do you get that? No new members admitted after that date for an indefinite time. Invitations may be secured for the Tea from Mrs. Reid, if you decide to send out formal ones to prospective members.

—

Mrs. White will furnish another of her delightful programs at the Tea, and hints at some surprises in store. These are always affairs to be proud of. June 2nd. Save the date. 3 to 5

—

Through the courtesy of Sherman, Clay & Co. we are to have the treat on Monday evening next. Philip Gordon is a pianist of great note, and besides giving a program of excellence, will play a composition of Wagner on a piano of Wagner's, loaned to this country by the German government for the brief period of three months. The program is as follows:

1. Sonata C-sharp Minor "Moonlight" .....Beethoven
2. Rhapsody B Minor....Brahms
   Moment Musicale.....Schubert
   Jeux d'Eau (The Fountain) .....Ravel
   Etude de Concert..MacDowell
3. Die Blumenfadchen, (Parsifal) .....Wagner
   (Played on Wagner's own piano)
   Etude D Flat.....Liszt
   March of the Dwarfs....Grieg
4. Naila Waltz-Delib....Dohnanyi

No admission is charged. Let us make the most of this opportunity, and fill the auditorium.

AMONG OURSELVES

Bring your pet story with you on June 13th. It's a real family party, devoted to merriment and getting acquainted with each other. Our President says, "Let's play".

—

Some 40 members from our club attended the State Convention at Alameda. Miss Ruth Rich, Field Secretary of the National B. P. W. C., told of the interesting work of clubs over the whole country, and discussed club problems with the delegates, who came from as far as Oceanside on the south to Eureka on the north. 140 clubs now have educational loan funds, comprising about $150,000, which is rapidly growing larger.

Miss Mozelle Hair, of the Faculty of University of Oregon, was an inspiring speaker.

Miss Annie Woodall, of Berkeley, was re-elected as president for the next year, with Mrs. Mattie O. Joy, of Los Angeles, 1st vice pres., Mrs. May Pettingill of Eureka, 2nd vice pres., Miss Josephine Endert of San Jose, Recording Secretary, Miss Isabel Cottle of Berkeley, Corresponding Secretary, and Miss Ethel M. Johnstone of San Francisco, Treasurer. Directors: Vera Swoboda, Gilroy; Marie A. Whiteside, Richmond; Mary Belle Guber; Oakland; Helen Hughes, Los Angeles; Myra McDowell, Alameda; June Burns, Santa Cruz, and Harriet Bakewell, Oakland Juniors.

As delegates representing the State League at the National Convention the following were elected: Dr. Florence May Morse, Los Angeles; Dr. Lillian Shields, Oakland, Mrs. May Pettingill, Eureka, Mrs Esther Taylor, Alameda, and Mrs. Mary Belle Guber, Oakland. As alternates, Mrs. Rose McKenna and Mrs. Frances Raymond, of San Francisco, Miss Agnes Mahoney of Los Angeles, Miss Constance Partsch of Berkeley, and Miss Robertson of Morgan Hill.

The Alameda Club were delightful hostesses, as always, with lovely decorations and every comfort provided. Our Choral Section "did us proud" at the banquet.

BOOK REVIEW

An "All-Member" program for Saturday, June 8, 1929, at 2 o'clock, promises a feast of good things. We are favored in having the following talented members contribute:

Current Events, by Claudine DeToy.

Book Review, by Mary Barmby.

Poetry, by Georgia Maiden.

Join us at luncheon in the Garden Room at 1 o'clock preceding the Review, and let Mrs. Reid have your reservations, Oak. 1470.

—o—

JUNIOR JOTTINGS

Tuesday, June 4, the regular business meeting will be held, starting promptly at 8:00 p. m. We are to have as our guests Miss Lillian Wendemuth, president of the San Francisco League of B.P.W..C., and Mrs. McKenna, a member of the league, they are interested in forming a Junior Section in their club and wish to observe our methods of conducting our club.

June 14, another interesting dance, "Moonlight in June." Wanda Planer is the chairman.

A social meeting will take place, June 18, plan to come.

Congratulations and best wishes are extended to our member, Amy Wickland, who was recently married to Dr. Lloyd Welty of Oakland.

Wedding bells are soon to ring out for Leila Marchus whose engagement was recently announced to John Mardonald. Best wishes to you, Leila.

Bon voyage was extended on May 22 to Bonnie Ballantyne, Rhobie Irwin, and Mrs. Alice Irwin who sailed to Hawaii for their vacation.

Harriet Bakewell,
Publicity Chairman

—

SAVE MONEY

After June 1st a book of tickets for luncheons and dinners may be purchased from Mrs. Reid. The book will contain 3 lunch tickets at 65c each and 3 dinner tickets at 85c each. a total of $4.50. This is a saving of 10c on each luncheon and 15c on each dinner. The books will expire September 1st. Tickets interchangeable by paying difference for dinners. Wonder if this was suggested by our Scotch members?

Don't the programs almost take your breath away? Think of having Phyllida Ashley and Eva Gruninger Atkinson in our own lovely auditorium at one of our own homey dinners? Miss Ashley is so well known as a brilliant pianist, having played with the symphony orchestras and other special concerts, and Mrs. Atkinson is one of whom Oakland is proudest, as a guest artist with the Metropolitan Opera Co. and in notable concert work. The Fellowship and Service Committee will provide an excellent dinner for the usual price of $1.00, and will take what profit there may be over the cost to the club for the club fund for fellowship and service, thus omitting any fines or other collections from members.

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TENTATIVE LIST
B. P. W. C. COMMITTEES, 1929.

Mary Campbell, Vice-President and Director of Committees.

It is desired that every member of the club, as far as possible, serve on some committee. This is a tentative list. If you would prefer to serve on a different committee than as designated here, please indicate which one. If you have not yet volunteered to serve at all, will you do so, expressing your preference of committees. If there is a committee not mentioned which you would like to have formed, will you suggest it?

ATTENDANCE—
Chairman. Anne P. Kennedy
Kirkendall, Ogden, Holly

COMMUNITY SINGING, PIANISTS AND LEADERS—
Chairman, Maud Petersen
Martin, Irwin, Geekie, Kelley, Randall, Stedman. Morgan

CIVICS—
Chairman, Helen S. Artieda
Wilson, Gustason, Pennington, Perry, Haas, Ackerman, Aydelotte.

CHORAL—
Chairman, Mabel Saylor

DECORATION—
Chairman, Anna Ihrig
Latimer, Rankohl, Beaumont, Sharwood, Spencer, Austin, Campbell.
Birhday Groups—

DRAMATIC—
Chairman, Ella Saylor

EMBLEM—
Chairman, Freda Smith

EDUCATIONAL FUND—
Chairman, Mary Belle Guber
(To give one yearly entertainment of this fund)

FLORENCE M. KING EDUCATIONAL FUND—
Trustees: Kruger, DeToy, Saunders

EAST BAY SAFETY COUNCIL—
Representative Elisabeth Sherman, Cooper, Webster.

EMPLOYMENT BUREAU
(fo service of club members)
Chairman, Maude Asher
Hunter, Lignall, Laura Petersen Graves

FINANCE AND BUDGET—
Chairman, Ida G. Swift
Frost, Randall, Suzanne Chalmers, Rae, Wythe, Bradley

FELLOWSHIP AND SERVICE—
(To give one yearly entertainment to raise funds for fellowship and service)
Chairman, Suzanne Chalmers
M. Chalmers, Buxton, Clow

FASHION SHOWS—
Chairman, Mrs. Talbot.
Hoobin, Kennedy, Anson, Farrar, Mckenney, King, Holly, Buzzalino, Nichols, Bell.

GOOD WILL AND SUNSHINE—
Chairman, Jeanette Saunders, Gibson, Barker, Shestek, Brunquist.

HISTORIAN—
(To keep history of club)
Chairman, S. Chalmers
Committee to be appointed

HEALTH—
Chairman, Dr. K. M. Kent, Moon, Rieff, Schmidt, M. Chalmers. Carter.

HOUSE—
Chairman, Martha Holmes
Edmonds, Dingwall, Hammond. Reid, Graham. Mitcheltree, Rennie, Bakewell.

HERALD—
Chairman, Bird M. Wilson
Shuler, Steen, Viganego, Beveridge

HOSPITALITY—
Chairman, Carrie E. Hall
French, Farrar, Griesemer, Barndollar, Bartley, Swauger, Mendel, Havlin, Rucker

INTERNATIONAL RELATIONS—
Chairman, Floss Warner
Andrews, Moore, Christensen, Shade, Perata

JUNIORS — SENIOR COMMITTEE—
Clow, Baird, Moore

LIAISON OFFICERS—
Chairman, Mrs. A. M. Jessen

LIFE MEMBERSHIP—
(To investigate and consider plans for life memberships and present recommendations to the club)
Chairman, Dr. Margaret Wythe
Shuler, and volunteers

LIBRARY—
Chairman, Jean Baird
Porter, Bartley

LEGISLATION—
Chairman, Eloise Cushing
Haas, Wilson, E. Hunter

MUSIC—
Chairman, Alice Irwin
Bunker, LeCroix, Whitton, Morgan, Randall

MEMBERSHIP—
Chairman, Florence Bussell
Swauger, Morgan, McKenney, Lewis, Williamson, Bridge
Bullard, Chapman

PROGRAM COUNCIL—
Chairman, Mary B. Guber, Burnell, Gustason, E. Saylor, M. Saylor, Barmby, Kibbe, Buckley, Pinkston, Kruger, Campbell, C. Kennedy, S. Chalmers.

PROGRAM COMMITTEE—
(To secure programs, work to be divided into periods of three months. Volunteers asked to work on this committee, if only for one month)
Chairman, Mrs. Otis,
Dr. Minora Kibbe, Rogers, Dougherty, Malinen, Perata, Morken

PICNICS—
Chairman, E. K. Clow
Kuss, Prichard, Wishart, Bodington, Richardson, Cooley, Gilmore, Parkinson

PUBLICITY—
Chairman, Claudine DeToy
Graves, Gredel, Silva, Stoddard, Bruns

PURCHASING—
(To purchase for the club, patronizing club members where possible)
Chairman, Thora Benson
Crowder, DeToy,

ROOF GARDEN—
Chairman, C. Rucker
E. Potter, Simmons, Brunquist

RECEPTION—
Chairman, B. Wood Gustason
Barmby, Fuller, Escoffier, McClenegan, E. Potter, Bledsoe
Metcalf, Burckhalter, Morris, Lehnhardt, Neidt, Stedman, Young, E. Cooper

ROSTER—
(Prepare Club Roster and keep it up to date)
Chairman, Grace Coleman
M. Petersen, Escoffier, Egan, Parkinson, Gilmore

SOCIAL—
(To provide activities for the pleasure of club members, and to provide ways and means for meeting necessary expenses not provided for in budget, such as needed for programs, speakers, socials, etc.)
Chairman, Carrie P. Kennedy
H. Moore, Buxton, E. Miller, Hunter, Campbell, King, M. Chalmers, Beaumont.

STUNTS—
Chairman, Devota Fisher
D. Fisher, Wirt, Barndollar, Beaumont, L. Dev. Hall, Jenkins, McKenzie, Boynton, M. Kennedy, Mohr, Elftman, Ryan, Stromberg, Zwillinger, Warner, Reid.

STAGE-SETTING AND SCENERY—
Chairman, Mme. Louise Kurtz
LaCroix, Roth, Reid.

SUNDAY AFTERNOON MUSICALES—
(For members and friends as a contribution to happiness through the influence of art, music and poetry)
Chairman, Josephine Swan White
Radil, Irons, Dougherty, McKenney, Phillips, Maiden

SCHOLARSHIP PRIZE—
Prizes for essays at Mills College and University of California, $50 each yearly, under direction of Past Officers

SERVICE CLUBS COUNCIL—
Representative Carrie E. Hall
S. Chalmers, Holly, Mary Barmby.

TRAVEL AND SPORTS—
(To arrange groups for athletic diversions, swimming, archery, golf, flying, tennis, yachting, etc., trips and excursions)
Chairman, Mabel Saylor
Dr. Neil, Cross, Graem, Stanger, Chapman, Quinn, Maleton, and two Junior members.

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OAKLAND CAL.

BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Five | Oakland, California, July 1, 1929 | Number Forty

A practical solution of the clothes problem . . .

Oakland Dress Hospital

designs, remodels and alters coats, hats, and dresses

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CALIFORNIA STATE

Calendar for July, 1929

(Program Chairman for July — A. Malinen)

THURSDAY, JULY 4th — VACATION

Luncheon

THURSDAY, JULY 11th, 12:15 P. M.

Business Meeting — Law Topics

Speaker: Eloise Cushing

Subject: Community Property Law Affecting Women

Eloise Cushing, Chairman

Round Table Luncheon

THURSDAY, JULY 18th, 12:15 P. M.

Speaker: Elsie C. Stoltz, Proprietor Yellow Lantern Stores

Chairman of Musical Program: Mrs. D. Randall

Aida Reeder, Soprano; Flora Hamilton, Accompanist

Dinner

THURSDAY, JULY 25th, 6:15 P. M.

Speaker: Robert Robertson, First National Bank

Subject: Humorous Talk

Musical Program

Zylpha Allen, Group of Piano Solos

Loma Walker, Soprano

Adele Metzner, Mezzo-Soprano

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OFFICERS

President.....Faye Otis Buckley
Vice-President-Mary M. Campbell
Secretary....Ada Elizabeth Porter
Cor. Secretary....Alice M. Osborne
Treasurer.....Jessie Frost
Auditor.....Delena F. Randall

Jennie E. Reid
Executive Secretary

Isabel W. Dingwall
Assistant Secretary

1608 Webster St., Oakland 1470

DIRECTORS

Mary Barmby
Josephine Holly
Karen Johnson
Martha Holmes
Freda Smith
Jean Baird

SECTION CHAIRMEN

Book Review.....Hermine Kruger
Past Officer.....Floss Warner
Choral.....Mrs. Leroy, Leader

JUNIOR SECTION

Thanet Mellick .....President
Alice Moore.....Advisor

Emilie J. Edmonds
Face and Scalp Specialist
Reserves Hours 5 to 7 for Business Women
1444 San Pablo Ave.
Third Floor
Lakeside 1536

TO BIRD M. WILSON

(Motoring North with her sister and friends to Vancouver, B. C., and points of interest en route, such as Crater Lake and Mt. Rainier)

Our Bird of the golden voice has flown,
Has left us to sing a song of our own,
Mere fledglings we, with wings half grown.
Why did you leave us to struggle alone,
Bird Wilson?

Did you feel, like the rest of your feathered kind,
An urge that is stronger than ties that bind,
To fly to the North, there a play-ground to find,
Far from the city's unceasing grind,
Bird Wilson?

You have served us well this many a day
And gladly we wish you "God speed" on your way,
Bird Wilson;
But no matter how far to the North you may stray,
'Mid its scenic beauties and floral array,
May the homing instinct — unerring, they say—
Guide you back to the Herald — its faithful mainstay,
Bird Wilson.

H. S.

JUNIOR JOTTINGS

July 2, a business meeting for members only is scheduled, following which various club members will give interesting incidents about their vacations. It is hoped that a great number of the members will be present.

July 16th, Elvira Silvira is to have charge of the social meeting. An interesting surprise program is planned, come and join in the fun.

July 19, is the date for the next Junior Dance. Save the date.

Our past president, Viola Bocca, is now wearing a lovely diamond on the "right" finger of her left hand. Best wishes are extended to Viola and the fortunate young man, Frank Bray.

Lucille Bacque is spending her vacation motoring through British Columbia.

Harriet Bakewell,
Publicity Chairman

—o—

BOOK REVIEW SECTION TO TAKE VACATION

The Book Review Section will not meet during July owing to the absence of most of its members on vacation, but the second Saturday in August a program of the usual excellence will be given.

—

The Holding Company dance will take place the 4th Friday in August and the 3rd Friday of every month thereafter. Tell your friends of this interesting social event.

CONVENTION NEWS

Annie Woodall, President of our State League of B.P.W.C., and 2nd Vice President of the National, reports that 20 delegates are going to the Convention from California this year. They will leave on the 2nd Vice President's Special Car from the Oakland Pier on Wednesday, July 3rd, at 6:30 P. M. Be there to give them a cheer, if you can.

Three delegates from Arizona are coming to join them, and they will be joined en route by one delegate from Nevada, one from Idaho, and others. The Special Car will arrive at Chicago Saturday, July 6th, where it will be met by other Special Cars, and together they will proceed to Mackinac Island.

—o—

CHANCE TO REDUCE ! !

Here is some news for you that is both glad and sad.

The Cafeteria will be closed during the month of July.

Which will give those who are getting stout a chance to lose a few pounds.

But they will be glad to put them on again when the Cafeteria reopens August 1st.

For who minds a few pounds more or less when there is the best food to eat in the most attractive lunch-room, with its open air piazza to be found anywhere in Oakland?

AND NOW THEY SAY there are beauty parlors for automobiles. Or what do they call the places where wrinkles are ironed out of fenders? — The Toledo Blade.

AMONG OURSELVES

Vacation time — and yet how well we are carrying on for those who are in town the month of July.

—

The Dinner on June 27th was a notable occasion both for the large attendance and the brilliancy of the musical program, the guest artists being two nationally known musicians who make their homes in the Bay region.

Phyllida Ashley is a concert pianist who has played with the leading Symphony Orchestras of the country, as well as over the radio. The presence in the audience of Sigismund Stojowski, eminent Polish pianist and composer, with whom she studied many years, made the occasion specially interesting.

Eva Gruninger Atkinson, contralto, is also nationally known for her radio work and has sung with the S. F. Grand Opera Company and the S. F. Symphony. She has a voice of great beauty and will sing with the S. F. Grand Opera Company in the coming fall.

Jeannette Saunders presided as chairman instead of Susanne Chalmers.

—

On the 11th a business meeting, with Eloise Cushing telling us all about the Community Property Law as it affects women. Of particular interest to our married members and those contemplating the step.

The Round Table luncheon on the 18th, when Elsie C. Stoltz, proprietor of the two beautiful Yellow Lantern Shops, will tell us how it all came about, with music to round out her talk.

And on the 25th the Dinner, and a talk by Robert Robertson, not, as one would suppose, on the prosaic subject of Banking—no, indeed. Mr. Robertson is the humorous Scotchman who kept the great crowd convulsed with laughter at the recent dedication of the new lights on Telegraph Avenue when he performed the marriage ceremony uniting Miss Berkeley and Mr. Oakland.

—

Zylpha Allen, who will play a group of solos at the dinner, is the accompanist for the Choral and has her own studio as a teacher of piano at 6475 Benvenue Avenue, Oakland.

—

We hope it will not be long before we can welcome back Mabel Saylor, whom we have missed during her absence in the Southeast and her illness following her return to her home.

Our deepest sympathy to Eloise Cushing in the sorrow that has come to her upon the passing of her mother this week.

—

Mabel Little is one of the membership committee whose name was accidentally left off the list of committees, but that made no difference to Mabel—she kept right on working.

—

President Faye Otis Buckley has postponed her trip East until later, due to the illness of her mother, Mrs. Pauline Otis, our valued club member, who has just returned to her home from Merritt Hospital. The last report is that she is recovering rapidly and will soon be with us again.

—

Mrs. Josephine Swan White, one of the Club delegates to the National Convention at Mackinac Island, Michigan, left on the 14th of June to visit friends before the Convention. A large group of Club members accompanied her to the train, bidding her Au Revoir to the singing of songs and waving of flags.

—

Mrs. Clo Rogers is to be chairman for the program in August. She promises a 3-year-old prodigy who already plays the piano like a finished master — and some very interesting surprises besides.

—

Miss Malinen had arranged a lovely evening for July, with Dr. Aurelia Reinhardt as guest speaker. But other things interfered and the date had to be changed to an evening in October, at which time we will have Dr. Reinhardt with us.

—

The Sunday afternoon tea and musical arranged by Mrs. Josephine Swan White proved to be a "breath of spring". Mrs. White, personifying the Good Fairy in a gown made of the blue of Heaven, waved her wand, and lo! we heard about witches and fairies, with some good philosophy. And there were homemade cakes by the Good Fairies themselves, and Mrs. McKenny's Shirley poppies—in fact the whole wealth of her garden. The tea was in honor of the new members.

—o—

DON'T BE WITHOUT A ROSTER

You can obtain the new one at the Club for 15 cents.

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(Oakland Crematorium)
MRS. T. B. MORGAN, Mgr.
Howe and Mather Sts.
Oakland

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Club Member

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FROM OUR MILLS COLLEGE PRIZE WINNER

The $50.00 prize offered by the Club annually to the Mills College Student writing the best essay on the ideals of a business woman's career, was won this year by Vesta M. Sonne, who writes to the Club in part as follows:

"My dear Miss Kruger: June 15, 1929.

May I through you thank the Business and Professional Women's Club of Oakland for awarding me the essay prize for 1929? It was with deep appreciation and gratitude that I accepted from the platform of our outdoor theatre on Degree Day the generous monetary gift.

I have known and esteemed the work and personalities of my admirable predecessors and my own award came as a complete but nevertheless delightful surprise. .

Mrs. Owen has told me that the Club wishes a copy of the essay. I am sending in your care, under separate cover, a typewritten copy.

With cordial greetings to the members of the Club, I am

Respectfully yours,

(Signed) VESTA M. SONNE."

And that is one way we have of spending our candy money. What an influence a few chocolate drops can wield!

Miss Sonne will be invited later to read her paper before the Club.

WAITING

Serene I fold my hands and wait,
Nor care for wind, or tide, or sea;
I rave no more 'gainst time or fate,
For, lo! my own shall come to me.

I stay my haste, I make delays,
For what avails this eager pace?
I stand amid the eternal ways,
And what is mine shall know my face.

Asleep, awake, by night or day,
The friends I seek are seeking me;
No wind can drive my bark astray,
Nor change the tide of destiny.
What matter if I stand alone?

I wait with joy the coming years;
My heart shall reap where it has sown,
And gather up its fruit of tears.

The waters know their own and draw
The brook that springs in yonder height;
So flows the good with equal law
Unto the soul of pure delight.
The stars come nightly to the sky;
The tidal wave unto the sea;
Nor time, nor space, nor deep, nor high,
Can keep my own way from me.

John Burroughs.

WE INVITE COMPARISON

Under the caption, "Methods of Treating Child in Court Severely Criticized," the Oakland Tribune, in its edition of Friday, June 28th, said:

"A picture of the machinery set up by modern America for the correction and prevention of juvenile delinquency almost as depressing as that drawn by Dickens in 'Oliver Twist' was depicted yesterday by Dr. Miriam Van Waters, referee of the Los Angeles juvenile court, in an address, 'Is the Juvenile Court Making Good?' before the National Conference of Social Work.

"Dr. Van Waters first attacked the court system, and attempts made to handle juvenile cases under legal procedure intended to cope only with adult crime.

"She told pathetic instances to illustrate her point, showing how impossible it is for the child to 'tell his side of the story' before dignified judges, with clerks rattling off charges against him and with police overawing him.

"Assailing the judges, Dr. Van Waters denounced their 'entrenched conservatism,' particularly in cases where they had been appointed for life.

" 'In juvenile court everyone talks but the child,' she said. 'The judge shows off his wit, wisdom and efficiency and the court attaches remark that "he is in good form today." The policeman tells what he thinks the child did. The probation officer—if there is one—gives his ideas. If the child is given a chance to open his mouth at all, it is only to answer questions. The child is thrust into the background.' "

A sad indictment of our present system, if it were true, but anyone who has come in contact with the work of our Juvenile Court in Oakland, knows better. Either Dr. Van Waters has painted an untrue picture of the Juvenile Courts in the southern part of our State, or else they are vastly inferior to ours, where the kindness and sympathy of the Judge for the child who comes before him and of the Juvenile Probation Officer, Ollie Snedigar, and his staff, have made a new era of progress in the handling of juvenile delinquency in Oakland.

—o—

ATTENTION, SOCIAL WELFARE WORKERS!

Returning to the younger generation and the need for corrective measures, we read in an ad: "The 1929 girl must be "tanned."—Oakland Tribune.

—o—

A new feature is to be added to our luncheon programs. Once a month short talks on legal subjects will be given, giving information on the new income taxes, community property status, how to make a will and why, etc. And all for the love of the club! Is this another Scotch graft?

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Five | Oakland, California, July 29, 1929 | Number Forty-one

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CALENDAR FOR AUGUST 1929

PROGRAM CHAIRMAN FOR AUGUST CLO ROGERS

LUNCHEON — 75 CENTS

THURSDAY, AUGUST 1st, 12:15 P. M.

Speaker—MRS JOSEPHINE SWAN WHITE
Subject—News of the National Convention of the BPWC

LUNCHEON — 75 CENTS

THURSDAY, AUGUST 8th, 12:15 P. M.

Business Meeting and Law Topics
Speaker—MISS BIRD WILSON
Subject—Wills and How to Make Them

LUNCHEON

SUNDAY, AUGUST 11th

California League of BPWC Quarterly Meeting
Hotel Carquinez, Richmond
Phone Oakland 1470 for Reservations

DINNER — $1.00

THURSDAY, AUGUST 15th, 6:15 P. M.

GLADYS H. BARNDOLLAR, Chairman
Speaker, PROFESSOR EARLE LINSLEY
of Chabot Observatory
Subject—Looking at the World Through
the Eyes of an Astronomer
A Travelogue of his recent world tour
Musical Program—Soloist, IRMA RANDOLPH
Accompanist, MYRTLE H. HOLTMANN

ROUND TABLE LUNCHEON — 75 CENTS

THURSDAY, AUGUST 22nd, 12:15 P. M.

Speaker—MRS. ZAYDA BARTLEY
Teacher of Hand Analysis and Graphology

DINNER — $1.00

THURSDAY, AUGUST 29th, 6:15

Speaker—MR. SHINN of the Trust Dept.
of the Bank of Italy of S. F.
formerly Professor of Yale and Harvard
Subject—"Cooperation and Initiation
A talk of interest and humor

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Laura E. Pinkston....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
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Book Review.....Hermine Kruger
Past Officer.....Floss Warner
Choral.....Mrs. Leroy, Leader

JUNIOR SECTION

Thanet Mellick .....President
Alice Moore.....Advisor

ME AND MY SHADOW

Whether you are strolling down the avenue, working at a bench, writing at a desk, or what not, there are two things from which you can't get away —your shadow and your opportunty. Rarely does an hour of any working day pass that each one of us does not have an opportunity to do something, be it ever so little, toward pleasing those whose good will we value.

To do just a little better the task at hand is our biggest opportuity. There is no need to wait for extraordinary circumstances to do good actions. when we can use the ordinary every-day situations.

Dartnell.

GREETINGS

We, the Juniors of the B. P. W. C. greet you! This is our second annual outburst, the first having been edited in August, 1928.

In 1923 the Junior Club was organized for young business girls from 18 to 25 years, since then our membership has grown to eighty-five active members.

Predominating in our activities is the Scholarship Fund which is now serving a deserving young girl, preparations are being made to help a second. In order to support this Loan Fund monthly dances are given and an annual three-act play is produced.

We extend a cordial invitation to every member of the Seniors to attend the meetings of this group, which are held the first and third Tuesdays of every month.

THE JUNIOR SECTION.

JUNIOR JOTTINGS

July 31, 8:00 Tryouts for our forth coming play. Mr. Lewis Waldier has been secured as director.

August 6, 8:00 Business Meeting, following which a review of the current issue of the Independent Woman will be given.

August 16, Junior Dance with Alice Koudelka as chairman.

August 20, Socal Program.

Carolyne Beadle's beaming good nature is a welcome feature around the Clubhouse these days. We shall all be sorry when the winter term carries her back to Scotia, Humbolt County, where she is teaching kindergarten.

July 14, Leila Marchus became the bride of John A. Macdonald at a charming church service. Every good wish for a happy wedded life is extended to Mr. and Mrs. Macdonald.

After August 1st we shall miss seeing Amy Frueler around the clubhouse. She is going to be married and make her residence in Pittsburg, Pa. We hope she will like her new home and not forget the Juniors.

Our former member, Claire Adams will become the bride of Donald K. Quayle at a quiet home wedding on August 11. Best wishes!

Best wishes are extended to Wanda Planer and Herman Neilebeck, whose engagement this month surprised many of their friends.

Here's your chance girls, learn to swim and dive. A class in beginning and advanced swimming is being formed. Ten lessons for $2.50. Sign up at the YWCA. Class meets every Thursday evening from 7 to 8.

—

LEAGUE MEETING

Plan to attend the luncheon meeting of the Californa League of BPWC on Sunday, August 11 at 12 noon at the Carquinez Hotel in Richmond. Conventions reports will be given and an interesting time is assured. Make reservations at the club.

—

BOOK REVIEW

Watch the September Herald for news of the next Book Review.

—

TO THE SENIORS

As the roses need the sunshine,
As a hammer needs a nail;
As an old maid needs a fellow,
As a sail boat needs a sail;
As a suspender needs a button,
As an oyster needs a stew:
Even so we all need someone
And that's how we need YOU.

AMONG OURSELVES

Speedy recoveries are wished for several of our members. Mrs. Jennie Reid is convalescing from an operation on her tonsils. Mrs. Oscar M. Bennett is very seriously ill at her home the best of good wishes are extended.

—

After a lingering illness Daisy Miles is now able to return to business. We hope to see her at club soon.

A wish for happy days is extended to Bird Wilson who is at present visiting at Fallen Leaf.

Carrie Kennedy has returned from her vacation looking as charming and lovely as ever.

—

Our ever industrious Bessie Wood Gustason is planning to spend her vacation "at the ranch" canning fruit.

—

Oakland is to lose one of it's good friends and Santa Rosa is to win her, in other words Addie Jessen is to make the northern city her home after August 5. She has taken a position there. We hope to see her down this way often though.

—

We extend our sincerest sympathy to Blanche Stedman in her sorrow on the recent death of her mother and to Alice Kirkland in the loss of her mother.

—

Wedding bells rang out for our member, Eva Stromberg, on July 7, when she changed her name to Mrs. Rutter. Congratulations are extended to the happy couple.

—

News—The Holding Company are resuming, by popular request, their regular monthly dances. Friday evening, August 23, will be the date of the first affair and a wonderful orchestra is engaged for the event. Several tables of bridge will be available for those desiring them. It is hoped that all the good patrons of the past will attend and that many new ones will be present on the 23rd.

—

Mary Campbell just returned from a trip to Yellowstone National Park and has many interesting experiences to tell.

—

Word received from Mrs. Josephine White indicates that she has been having one grand and glorious time while attending the National Convention. We are looking forward to hearing all about it on August 1st.

—

At the dinner last Thursday night, July 25, the club was fortunate in having Robert Robertson of the First National Bank, as the speaker. Mr. Robertson gave one of his humorous talks and also told of his many experiences during the World War.

Our club dinners offer splendid opportunity for club husbands and boy friends to visit the club and plan to bring them to the next dinner.

—

Now comes a chance to do away with those misfit presents and bridge prizes you have won, we all have them but have not always a way to part with them. Save them for the White Elephant Sale the Senior Club is to sponsor in October.

—o—

IMPORTANT NOTICE

By September first the club hopes to have ready for distribution coupon books for luncheons and dinners which will sell at $4.50. By purchasing these books we can secure three dinners at the reduced price of 85c and three lunches for 65c each. The time limit will be Nov. 1 and anyone wishing to use a luncheon coupon for a dinner may do so by paying the difference in price. The price for guests will not be reduced. As we would like to have some idea how many coupon books to have printed we would appreciate knowing about how many members will take advantage of this offer.

While boosting the luncheons bear in mind that the Garden Room may be rented for many uses, such as bridge parties, meetings, and wedding receptions. Be a booster and broadcast this news.

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Club Member

CALENDAR IN BRIEF

AUGUST 1—Luncheon
AUGUST 8—Luncheon
AUGUST 11—Quarterly Meeting, Calif. League
Hotel Carquinez, Richmond
AUGUST 15—Dinner
AUGUST 16—Jr. Dance
AUGUST 22—Luncheon
AUGUST 23—Holding Co. Dance and Cards
AUGUST 29—Dinner

WOMEN IN POLITICS

In a survey made by the National League of Women Voters it is shown that women have made great progress in the field of practical politics since the federal suffrage amendment became effective on August 26, 1920.

The names of 149 women are being carried on the rosters of 38 state legislatures. This is a gain of 23 over the record of 1927 and 1928. The Republicans being in the majority. Connecticut leads the states with the largest number of women legislators having 20 women.

"SCHOOLBOY HOWLERS"

"All the world except the U. S. lies in the temporate zone."

—

"The sun never sets on the British Empire because the empire is in the east and the sun sets in the west."

—

"After twice committng suicide Cooper lived till 1800, when he died a natural death."

—

"Shakepeare lived in Windsor with his merry wives."

—

"The king wore a scarlet robe trimmed with vermin."

—

Jack—Do you like romantic girls, Jim?

Jm—No! When you make a hole in your salary to buy them expensive flowers, they tear them apart repeating, "He loves me, he loves me not."

—

I sit alone in the twilight
Forsaken by God and my men,
And murmur over and over
"I'll never eat onions again."

SPEED

By F. E. Boerstler

The flapper donned a brand new suit
The latest style, no doubt.
But when she gets well into it
She's more than half way out.

—o—

PROFITS

Some count their profits in dollars and cents; their losses, the same way; yet all profits can't be figured on an adding machine. Dollars and cents profits ARE important, for being basically animal, we must eat, and money is essential. Yet is it the chief essential; are there not profits that are of greater value which can be garnered as we travel along the work-a-day road?

The job well done—there's a profit in that contentment and satisfaction which exceeds the pay we get for it. Accomplishment, more than virtue, is its own reward-paying us dividends in increasing amount as our accomplishment increases.

Encouragement-extended to the other fellow. Profits are returned ten fold on such an investment. Not so much in his thinks, as in the satisfaction of seeing him gather together his courage that was being scattered by disappointment to the four winds.

Thrift—not just the saving of dollars, but of time, energy, ability; a sturdiness of character results that pays compound interest daily.

Joy—well, why go on?

Profits are richest when they come from the intangibles rather than from stocks and bonds in the bank.—The Mixer.

SINCERITY

A work of art, a piece of literature a drop of water — these carry no labels of sincerity. What they are they declare so distinctly that no label is necessary.

Sincerity is like that — it speaks everything and in every way except by its own name. At the end of the letter we may write, "Sincerely yours" but before he gets to the end, the reader knows the facts.

Sincerity is built into machinery, stockings and golf balls by those who are sincere; it is woven into the work we do, if we are sincere, creating a monument of durability to our efforts. It is expressed in our tone of voice, the words we choose the smiles we give — if we are sincere.

The reverse is as true; none needs to advertise his insincerity for it is advertised in mile-high letters by his every act.

Like a piece of art, a piece of literature, a drop of water, sincerity is simplicity itself. Easy to achieve, too—all one has to be is to be himself and sincerity will have been achieved.

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BUSINESS WOMENS HERALD

OAKLAND CAL.

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Five | Oakland, California, Sept. 1, 1929 | Number Forty-two

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CALENDAR FOR SEPTEMBER, 1929

Program Chairman for the month
Bessie Wood Gustason

LUNCHEON — 75c
Thursday, September 5th, 12:15 P. M.
Business Meeting and Law Topics
Speaker — EDWINA E. HUNTER, Attorney with American Trust Co.
Subject — TRUSTS

LUNCHEON — 75c
Thursday, September 12th, 12:15 P. M.
Speaker — Lucile Page Owsley
Dramatic Reader
MUSIC

TALKIE BREAKFAST
Sunday, September 15th, 10 A. M. 75c
Chairman, Josephine Swan White
Staff, "September Morns"
The Talkers: Alice Moore, Alice Irwin Mme. D'Egilbert, et al.
Vocalist: Marian Vrang
Limit: 65 Reservations; must be made by Friday noon, the 13th

DINNER — $1.00
Thursday, September 19th, 6:15 P. M.
Honoring California Delegates to National Convention—Annie Woodall, State President presiding
"Bringing the Convention Home to Us"

DANCE, HOLDING CO.
Friday, September 20th, 8:30 P. M.

PICNIC AT BROOKDALE
Sunday, September 22nd

DINNER — $1.00
Thursday, September 26th, 6:15 P. M.
Speaker: Professor Buttles, of University of Mexico
Subject: Contemporary Music — with Illustrations

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Assistant Secretary

1608 Webster St., Oakland 1470

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Josephine Holly
Karen Johnson
Martha Holmes
Freda Smith
Jean Baird

SECTION CHAIRMEN

Book Review.....Hermine Kruger
Past Officer.....Floss Warner
Choral.....Mrs. Leroy, Leader

JUNIOR SECTION

Thanet Mellick.....President
Alice Moore.....Advisor

BOOK REVIEW

Mark the change in date for this month, Saturday, Sept. 21st, at 2 P. M. But it is well worth waiting for.

Miss Anna G. Fraser, Principal of Woodrow Wilson Jr. High School, will tell us of the Russia of Today, as seen by her on her recent visit there.

Miss Alice Moore, our own member, will read some of her own poems, inspired by her trip to Europe this summer.

Luncheon in Garden Room at 1 o'cclock for those who make reservations. Everybody welcome.

PUBLIC SPEAKING AT NATIONAL

The report of Josephine Swan White, our delegate to the National Convention, read at the quarterly meeting of the State League at Richmond on August 11th, was so interesting that requests have been numerous for its publication. Lack of space unfortunately forbids, but the "high lights" are comprised in the following:

The Round Table on Public Speaking, conducted a Public Speaking Class, with Lutie Stearns, of Milwaukee, as leader. It was so popular that five sessions were held, concerning which Mrs. White says, in part:

Oakland, Calif., August 11, 1929.

It is rather difficult to describe Lutie Stearns, but I will try, as personalities are so necessary to complete the pictures we form of celebrated people. Lutie Stearns is one of those rare women who defy age. She is just as young or old as the occasion demands. I could not say that she is pretty or beautiful or handsome, but when inspired, her speech, race, figure and action become truly wonderful. She calls herself "One of the Feminine Leftovers." She is one of the best public speakers of this age. She is not a graduate of any university or college, and is free to express herself upon the great questions of our day and it means so much to have a woman of her type represent us at different places. This quality of freedom she extended to her entire class and many who had never spoken in public before responded freely and interestingly. She prepared a very interesting outline for us to follow, which was most helpful and is as follows:

PURPOSES OF PUBLIC SPEAKING:

To inform; inspire; convince; persuade; entertain; comfort; denounce; ridicule; arouse sympathy; patriotism; rebellion; action.

HOW ATTAINED:

Through sincerity; earnestness; dignity without rigidity; clarity; forcefulness as befits subject; consciousness; study; practice..

SPEAKER'S ATTRIBUTES:

Attractive personality; pleasing voice; ability to be heard; knowledge of subject; logical arrangement of ideas; sense of honor; knowing when to stop.

THINGS TO AVOID:

The old-time "elocution" and unnecessary gestures; poorly-placed voice; affectation; fright; self-consciousness; mannerless; hesitancy; patronization of audience through "superior" knowledge; lack of preparation; boresomeness; cowardice.

Continued on Page 4

DRAMATIC SECTION

Ella Saylor, chairman, announces that this section will reconvene Friday, Sept. 13th, at 7 P. M., continuing through Sept. Oct. and Nov; limited to 12 in number, but a second class will be organized if a sufficient number enrolled. Mrs. Oscar Maillard Bennett will direct, as before. One objective is a play for the Christmas party. Call Ella Saylor, Alameda 0314 for details.

APPRECIATION

The editor desires to express deep appreciation of the splendid co-operation rendered in getting out the Herald for July, by Hazel Steen, and for August by the Juniors, when the editor was on vacation. Their talent and lovely spirit was just another evidence of the fine material we have in the club, ready to meet every need.

WOMAN'S DAY

Thursday, Sept. 12th, will be observed by all women's clubs in celebrating the advancement of women. A program is arranged in Alameda in the morning, in Berkeley at luncheon, and at the Women's City Club in Oakland at dinner. Our club limited to a table of ten. Banquet, $2.50. The first ten making reservations will be the lucky ones. Watch papers for program.

CHORAL SECTION

The first meeting of the season will be held on Tuesday, Sept. 10th, at 7 P. M., when a permanent day of the week will be decided upon. Splendid work is in prospect, under the valued leadership of Mrs. Florence Drake LeRoy. Everybody come.

AMONG OURSELVES

Hermine Kruger is retiring from active business to do just what she wants to do for the rest of her life. How well deserved. And think how much time she'll have for club work!

Mary Campbell chairman of attendance, is offering a prize (a mystery) to the member showing the highest percentage of attendance at club meetings (on Thursdays) during September, October and November. See that your name is written on the roll by Mary.

At the last Board meeting the membership was re-opened for Sept. 1st, to close again when the membership reaches 250. The initiation fee will remain for that itme at $15 Any member may submit names to the Membership Committee of those whom she would like to have invited to become members.

A new permanent list of lunch and dinner reservations is being made up. If you wish to be in fashion among the "permanents", for either dinners or lunches, advise Mrs. Reid without delay.

WHOOPEE! Carrie Kennedy has yielded to pressure, and once more consisted to manage a card party. Saturday, Oct. 19th, is the date Number limited to capacity of room

---

Still the fine programs go on August was filled with good things, and Sept with Bessie Wood Gustason as program chairman is most promising

---

Several members have said they have already saved the amount of a year's dues by attending the legal talks at our business meetings Edwina Hunter, attorney, with the American Trust Co., will tell you things you never dreamed of about the creation of trusts and how they work out.

Two lunches in succession and two dinners following in order not to conflict with Woman's Day celebration on the 12th.

On the 19th we shall have some exceedingly interesting reports of doings at national convention, from Mabel Graham of Gilroy, Mattie Joy of Los Angeles, and other delegates whom we have not yet heard. Almost as good as going to the convention itself.

Professor Buttles, of the University of Mexico, a world-wide traveler, will tell us WHY we have jazz, and what the negro "spirituals" mean, and reveal many hidden influences in the music of to-day.

We're all wild to hear of the journeyings of Alice Moore and Alice Irwin into foreign lands, so Mrs. White has arranged a Waffle Breakfast for Sunday, the 15th, when we shall hear them, and in addition, Mrs. d'Egilbert, of South America, whom we remember so pleasantly, will describe life in that country. Miss Marion Vrang, a delightful soprano, has promised to sing for us.

And doesn't the picnic at Mrs. Ihrig's home in Brookdale sound tempting? Take Santa Cruz road from Los Gatos to Camp Evers. Pass Mt. Herman, Felton and Ben Lomond. 3 blocks before reaching Brookdale turn on Larkspur St. across railroad track.

Wedding Bells rang for our mem ber Eleanoro Mainhood and Harry K. Lane on Aug. 10th. At Home 469 Mariposa Ave. Sincere congratulations.

Mrs. White will have charge of program of the Alameda B.P.W. Club on Tuesday evening, Sept. 10th, giving her report as delegate to national convention.

NEW CLUBS

A club of about 100 members has been organized in Santa Rosa by Annie Woodall, our State President. Addie Jessen, our own beloved member, is a charter member there. Miss Lelah Butts is president.

At Culver City in the south a club of young business women, with Helen Nason as president has come into our League.

A temporary organization has been effected by Miss Woodall at Alturas Modoc Co. Mrs. Gertrude French owner and editor of a news paper is president,

Nevada has completed a State Federation with Felice Cohn, attorney, as State President, and come into the National. This brings every state but little old Rhode Island into the National.

Canada has completed a federation of B.P.W.C.

So has Rome, Italy, and an international federation will be effective in two years. Watch us grow!

MEDITATION OF A CLUB MEMBER ON HER WAY TO THE OFFICE

Thursday morning and.....oh it's Club Day! There I have forgotten again to make a reservation for luncheon! I am positively ashamed to call Mrs. Reid so late.... I just must remember to phone early in the week or better yet have my name put on the permanent list. What was it that I overheard somebody saying in our cafeteria the other day — that the Soroptomist members as well as a number of the men's service clubs have to guarantee $52.00 a year for lunches whether they attend or not and—oh yes....a lot of the clubs have raised the price to $1.25 now for lunch. Well, we are lucky to get off with 75c considering, too, the good entertainment we always have. I do like our own BPWC where we can get such splendid lunch dishes every day for as little or as much as we choose to pay, in our very own cafeteria, and what is more, eat it out in the open air of the Roof Garden so many days of the year. Well, I'll telephone the first thing and see if I can get in to-day, anyway.

(Contributed).

—o—

Keep your eyes and your heart open; your mouth and your front door shut.

—

Leisure is like a singin' voice. Not a darn bit of pleasure unless you use it right.

—

If you don't eat your eclaire for lunch you'll have it for dinner.

—

Hiram—You are so black your name ought to be midnight.

Shorty—Huh! You are about five minutes to twelve, yourself.

—

Yankee Tourist (looking at Vesuvius in eruption): "Great snakes! It reminds me of Hades!"

English Tourist (looking at him in amazement): "My word! You Americans do go everywhere!"

Have you seen the attractive print dresses made by Mrs. Carroll, in our building?

Continued from page 2

SUBJECTS FOR PRACTICE DEBATE

RESOLVED: That the modern, emancipated woman is a curse to civilization. (Recently debated by Harvard University students with other colleges.)

RESOLVED: That the five-day week should become the standard in industry.

RESOLVED: That married women should seek employment outside the home.

"The world has gone vocal" so Lutie Stearns says and so say we all, for voices come from every direction to prove this fact. Some are heavenly in quality and in quantity like the stars above. We now as never before recognize that the most important thing is to acquire the knowledge and use of this wonderful instrument,—the human speaking voice.

To give happiness is one of the greatest attributes of life and to understand the forces that come from THE GREAT WITHIN is the beginning of good Public Speaking. Then we must be able to project our thoughts clearly in both a practical as well as an interesting manner.

As I listened to the different voices of men and women at the convention, I could almost read their characteristics, that is, if one was mostly of a pessimistic or optimistic nature and what really was the most important factor of their lives, or their central force.

The study of good speech is one of the most fascinating things as well as most necessary. I am particularly happy that in our own region we have many who are efficient along these lines, for we know the knowledge of good public speaking is vital in every walk of life. It is necessary for good salesmanship to acquire new friends as well as to keep the home happy, and entertaining delightfully. It is said to cure all ills, to keep health, wealth and happiness. If one is to retain all these qualities, one must replace hate with love, think opulence instead of poverty and give the same freedom to others that we demand for ourselves. This brings the first requirement of good public speaking, namely, THE OPEN THROAT.

I recommend to you all to read aloud every day with the throat relaxed and above all else to listen to your own voice and where you send it.

Surely we all desire success. To combine with your efforts the power which comes only from the spiritual will bring these attainments.

To keep ourselves linked with the divine so that we may speak words of Understanding and Wisdom is certainly a great achievement and to be desired by all people.

JUNIOR JOTTINGS

Sept. 3rd—let's go to the monthly business meeting.

Whoo! Whoo! The bug-a-boo is coming. Thrills, chills, shrills. Friday the 13th. No, not a murder—just a Hoodoo Dance. Elvira Silveria is chairman.

Welcome home, Alice Moore. Many interesting sidelights on her recently completed European tour, will be given by Miss Moore at our Welcome Home Party on Sept. 17th.

"In His Arms", an up-to-the-minute, charming 3-act play, has been chosen for presentation by the Club on Oct. 19th, at the Women's City Club Theatre.

An able and clever cast was selected by Lewis Waldier, director.

The assistance of Mr. Joseph Boecker as business manager, is greatly appreciated.

Mary Allen heads the Finance Committee, assistants not yet announced.

Publicity in the hands of Harriet Bakewell, assisted by Alice Kaudelka and Isabelle Racouillat.

Cupid scored again when Edith Keith became the bride of Dr. Virgil Patterson on Aug. 31st. They will make their home in Marysville, California. Congratulations!

Psst! Have you heard the news? Ethel Furtado has announced her betrothal to Albert Lascurettes. Every good wish is extended.

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Five | Oakland, California, Oct. 1, 1929 | Number Forty-three

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CALENDAR FOR OCTOBER, 1929

LUNCHEON — 75c
Thursday, October 3rd, 12:15 P. M.
Quarterly Business Meeting.
Blackboard Budget Report.
Membership Teams Organized.

CONVENTION LUNCHEON — 75c
Thursday, October 10th, 12:15 P. M.
MRS. M. B. GRAHAM, Chairman
Entertaining Delegates to Convention of League of California Municipalities.
Speakers: MISS RUTH MEILANDT,
City Clerk of Ventura, Cal.
MRS. ANNA B. SAYLOR,
Member of Governor's Cabinet,
Commissioner of Public Welfare.

DINNER — $1.00
Thursday, October 17th, 6:15 P. M.
MRS. CLO ROGERS, Chairman
Mr. FREDERIC W. BLANCHARD, the outstanding Actor, in character impersonations in costume from the plays of Shakespeare, the comedies of Moliere, and "The Old Soak",, by Minick.
MISS CAROLINE E. IRONS assisted by
MISS MILDRED RANDOLPH,
will present with two pianos Danse Macabre, by Saint Saens, a Hallowe'en fantasy of the dance of spirits in the graveyard, and Belisario, by de Goria

ROUND TABLE DINNER — 85c
Thursday, October 24, 6:15 P. M.
Speakers: RUDOLPHINE RADIL - ALICE MOORE
(Continuing Travel Talk by request)

HALLOWE'EN DANCE — 50c
Friday, November 1st, 8:30 P. M.
Sponsored by Holding Company
Good Music, Spooks and Fun
Bridge Games for those who do not dance
Reservations for Convention Luncheon should be made very early to insure a place. Oakland 1470.

BUSINESS WOMENS HERALD

Official Publication of the

BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

Laura E. Pinkston....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. — OAKLAND 1470

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Past Officer.....Floss Warner
Choral.....Mrs. Leroy, Leader

JUNIOR SECTION

Thanet Mellick .....President
Alice Moore.....Advisor

BRIDGE LUNCHEON

Carrie Kennedy has again yielded to the request to give us another Bridge Luncheon, ad has set Saturday, October 26, as the time. The auditorium will be used this time, to give plenty of ro m. Luncheon at 1 P. M., cooked by our own Mrs. Lovett. Door prizes and prizes for each table, all for the price of $1.00 per person. Make your reservations through the club, Oakland 1470, or with Mrs. Kennedy.

HEARD ONE DAY

Your editor was weary and somewhat out of sorts with the world one day recently, and wondering just what was worth while, even in club life, when she remembered that a good meal was an excellent remedy for low spirits, and hied herself to the club cafeteria. On the way she met a member whom she had not seen for some time, and this one said, "Do tell your Secretary not to take me off the list. I'm going to pay my dues right away and come oftener. I wouldn't lose my membership in that club for anything!"

Then Floss Warner came in, telling us of her decision to go back to college, which meant leaving Oakland; and she said, "I cannot be thankful enough to this club for the friends I've made in it, in the work we've done together. I would never have known some of these splenldid women, were it not for this club."

Then another member came sailing in who had been, more attentive to other clubs for awhile, greeted us all radiantly, exclaiming, "You know, girls, it's like getting home again. I'm fond of them all, but there's a bond of work and common interests that makes a real home tie here."

On going out of the door a member was coming in, humming softly a happy strain. Laughingly she explained, "That's one of the songs we're practicing at the choral section. I'm singing all the time, now, as I used to do years ago, before the radio came."

And in a chat over the phone with Hermine Kruger before the day closed, she said, "Well, I've been out to Mills College today, and heard most interesting accounts of the girls who have won our annual prizes there. They say we're doing a very helpful thing, with the cash prizes and loan fund, and that there is a need for just such assistance to college girls. So let's get busy with the candy sales again this winter."

The day was brighter; it was a pretty good old world, after all; life was sweeter, and the club a joy in friendship and service.

BOOK REVIEW

On Saturday, October 12th, 2 P. M.

A notable "All-Member" program.

Current Events, by Mrs. Pauline Otis.

Review of "The Hearth of Happiness" (Anne Shannon Monroe) and "The Life I Saw",, by the same author (her own life story), will be given by Ella Saylor.

New interesting books will be described by Jean Baird.

And Alice Moore will again delight us with a reading of poems, among them her own.

Luncheon at 1 P. M. for those who make reservatons.

CARD PARTY

Next Friday evening, at 8:15, the Holding Company will give a card party. to which all club members and friends are invited. Door prizes, table prizes, and refreshments included in the price of $1.00 per place. Phone the club rooms for reservations for tables, or for single places.

—

The next meeting of the Choral Section will be Monday, October 7th, at 7:30. Be on time, or you'll miss the breathing exercises. They're great! Some lovely new songs are coming on finely.

AMONG OURSELVES

Have you noticed that beautiful luxuriant maiden hair fern in the lounge? Delena Randall is the thoughtful donor.

—

Word comes that Mae Wilkin is getting homesick for California, has bought a car and will leisurely drive across the continent, homeword-bound. A warm welcome awaits her. Wouldn't it be fun to make the trip with her?

—

Floss Warner rather suddenly decided to go back to Chicago and complete her work for a Doctor's degree in economics, and left last Wednesday. Her place in our hearts as a loved member, and in the club as a capable and ever-ready worker, cannot be filled. May Oakland grow in "big business" quickly enough to bring her back to us soon.

—

Jeannette Saunders is improving finely, and at home now from the hospital. Hope to see her lovely face at the club soon.

—

Mrs. White desires to express her thanks through the Herald to those who assisted her as "September Morns" at the Waffle-Talkie Breakfast. It was an enthusiastic meetig, a most enjoyable program, the food delicious, the decorations enchanting, and more than $30 raised to pay for the coffee urn which is now serving such fine coffee in our cafeteria.

—

Quite a large party drove down to Mrs. Ihrig's home at Brookdale for the picnic, enjoyig the lovely surroundings and the well-known hospitality of our good club member. The surprise awaiting them was that it was the wedding anniversary of Mr. and Mrs. Ihrig. We have been reveling in the beauty of the dahlias brought from her gardens to glorify our club rooms.

—

Such of our membeds as can bring their automobiles and assist in taking convention guests over to the Airport after the luncheon on October 10th, please leave word at the club rooms for Mrs. Graham.

The October programs have been arranged by special chairmen and will afford a rich treat on each occasion. We are honored in having the League of California Municipalities with us on the 10th. They are conventioning here from the 7th to 11th, delegates from every city in the state.
And we are proud to have Mrs. Saylor, the only woman in the Governor's Executive Board, as our principal speaker.

—

Mr. Blanchard's dramatic work with Irving Pichel and others is so well known that further words are unnecessary to describe the delight in store, and with Miss Irons and Miss Randolph in two-piano selections, it becomes a veritable feast of good things.

—

We never have enough of either Rudolphine Radil or Alice Moore, so we can enjoy to the utmost the evening of the 24th

—

And of course we couldn't get through the year without a Hallowe'en dance. So come and be witching on the 31st.

—

The membership list has been opened until the number of 250 is reached. Captains for the Membership Campaign are Gladys Barndollar, Ella Flynn, Bessie Wood Gustason, Carrie Hall, Hermine Kruger, Georgia Maiden, Josephine McClenegan, A. Malinen, L. Perata, Maude Petersen, C. Rucker, Elsie Stolz Luella S. Swauger, and Josephine Swan White.

Each Captain will select ten or more for her "team',, and from these get the names of prospective members. These names will be presented to the club officers for consideration, and then letters sent inviting them to become members. The organization will be completed at the business meeting this week. Then watch the rivalry!

—

We are greatly indebted to Bessie Wood Gustason for enabling us to hear Professor Buttles. His interesting analysis and musical illcstrations will long be remembered.

Alice Zwillinger will teach us how to dance the latest craze. "The Breakaway',, at the Hallowe'en Dance.

—

Mrs. Owsley, who entertained us so delightfully last month, has located her studio at 1445 Oak Street.

—o—

JUNIOR JOTTINGS

Tuesday, Oct. 1st, a dinner meeting at 6:30 P. M. with very important business which demands the attention of all members. At this time the club will elect members to serve on the nominating committee for the annual election of officers in November. Phone the club for reservations.

Friday, Oct. 11, another fine chance to have a marvelous time at our "Harvest Moon Dance". Rhobie Irwin is chairman.

Tuesday, Oct. 15. A Hallowe'en social with spooks, ghosts, 'n everything. The last social for the club year should attract many members.

Saturday night, Oct. 19, surely you have saved the date and are out selling tickets to your friends for our 3-act, up-to-the-minute comedy, "In His Arms" to be given in the Women's City Club Theater at 14th and Alice Streets. The cast consisting of Eleanor Nielsen, Gwendolyn Quinn, Juanita Pearson, June Wiser, Frances Kofoed, Bonnie Ballantyne, George Thomas, Harold Wickstrom, Alex Smith, and Frank Lynch are working hard under the capable direction of Louis Waldear and a wonderful performance is assured. Imagine a young girl engaged to one man and arrayed in her wedding gown ready to marry him—but does she?? Come on October 19 and learn what the outcome is in this spicey and modern comedy. Tickets are on sale by all club members and on and after October 1, they will be exchangeable for reserved seats at Sherman, Clay & Co. The tickets are $1.00 each and all proceeds go toward replenishing the Scholarship Fund.

Harriet Bakewell,
Publicity Chairman

CALENDAR

OCTOBER 3—Luncheon.
OCTOBER 4—Card Party.
OCTOBER 10—Convention Luncheon.
OCTOBER 12—Book Review.
OCTOBER 17—Dinner.
OCTOBER 24—Dinner.
OCTOBER 26—Bridge Luncheon.
NOVEMBER 1—Hallowe'en Dance.
CHORAL—Monday Evenings.
DRAMATIC—Friday Evenings.

THE STEW

I surely never hope to view
A steak as luscious as a stew.
The latter is the tasty goal
Of elements in perfect whole.
A mad assemblage of legumes
Exuding warm ambrosial fumes
Each seasoning of proper length
Proving in Union there is strength.
A steak is grander, it is true,
Yet needs no special skill to brew.
It is an art a stew to make,
But any one can broil a steak.

Joseph Alger, Jr.

—o—

MATCHING TENDENCY

I will not be surprised if another year sees us wearing shoes to match every frock. It is true that at present there are slippers in the deep autumnal tones, but they are rather the exception than the rule. However the effect of a matching green shoe and dress is so very effective that I feel confident we will insist on wearing colored shoes entirely before long.

Why not? We invariably match hats and dresses. Why not carry the pleasing color harmony one step further? At present suede pumvs of deep green, deep wine red and fine plum are adding an unmistakable note of elegance to costumes consisting of dresses and hats in the same color.

Those women who are not buying new coats this fall need not worry about the length of those they have. It is considered quite proper to wear coats that are 2 or 4 or even 6 inches above the dresses.

—o—

Ham: "Is he a good driver?"
Bone: "Well, when the road turns the same time he does, it's a coincidence."

—

Half: "Do you know how they take the census in Scotland?"
Wit: "No, How?"
Half: "Roll a penny down the street."

—

Doctor: "Is that a patient in the waiting-room?"
Servant: "No, sir; he comes once a month to read the magazines."

—

Pilsudski: "I thought you said this bird would sing."
Baditchski: "My mistake; it's only a humming bird."

—

"And was your anaesthetic local?"
"Oh, no, I had it done in New York."

—

Officer: "How did the accident happen?"
Driver: "My wife was asleep in the back seat."

—

Teacher: "And why did Noah take two of each kind of animal into the Ark?"
Bright Child: "Because he didn't believe the story about the stork."

You can always tell the Irish,
You can always tell the Dutch;
You can tell a Junior Counselor
But you can not tell him much.

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CALENDAR FOR NOVEMBER, 1929

LUNCHEON — 75c
Thursday, November 7th, 12:15 P. M.
Business Meeting and Law Topics
Speaker: Harriet Haas, Attorney
Subject: Real Estate Law

DINNER
Saturday, November 9th, 6:15 P. M. — $1.25
Entertaining California League B.P.W.C.
Miss Annie Woodall, State President, presiding
Speaker: Professor A. A. Bowman
Visiting Professor, University of California
Subject: The Basic Problem of East and West
Songs from various nations, in costume
Miss Marian Dozier, radio soloist
Piano Selections, Russian and Polish
Miss Caroline E. Irons
Charter Presentation Ceremony to New Clubs
Songs: Alameda B.P.W.C. Choral
Instrumental Trio:

ROUND TABLE LUNCHEON — 75c
Thursday, November 14th 12:15 P. M.
Speakers: Dr. I. M. Post
Miss Eugenia Rabbas

THANKSGIVING DINNER
Thursday, November 21st, 6:30 P. M. — $1.25
Mrs. Josephine Swan White, Chairman

1. Thanksgiving Salutation, Bird M. Wilson
2. Songs by Our Own Choral
3. Solo — Marian Vrang
4. Colonial Dance
   Puritan Dance,
   From the Alice Zwillinger School of the Dance
5. Solo—Mrs. Florence Drake LeRoy
6. Reading, Colonial Poems—Mrs. Bela Sias
7. Group of Songs, Miss Marjorie Stibbins,
   Mr. John Herrmann
   Miss Eileen L. McCall, Accompanist
8. Our Own Choral, and
   Ceremonial, Acceptance of New Members of 1929
   Arranged by Bessie Wood Gustason

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OFFICERS

President.....Faye Otis Buckley
Vice-President-Mary M. Campbell
Secretary....Ada Elizabeth Porter
Cor. Secretary....Alice M. Osborne
Treasurer.....Jessie Frost
Auditor.....Delena F. Randall

Jennie E. Reid
Executive Secretary

Isabel W. Dingwall
Assistant Secretary

1608 Webster St. HOliday 6642

DIRECTORS

Mary Barmby
Josephine Holly
Karen Johnson
Martha Holmes
Freda Smith
Jean Baird

SECTION CHAIRMEN

Book Review.....Hermine Kruger
Past Officer.....Floss Warner
Choral.....Mrs. Leroy, Leader

JUNIOR SECTION

Thanet Mellick .....President
Alice Moore.....Advisor

DO YOU READ?

There was once a woman who, when asked to buy a book answered, "No, thank you, I have one book already."

This club is not like that, so we have been adding many new books to our library this year. Would you like to read the following: She Stoops to Folly, by Ellen Glasgow; The Rainmakers, by Mary Roberts Coolidge; The Art of Thinking, by Abbe Dimnet; The Story of Oriental Philosophy, by L. Adam Beck; The Lone Pine by Leon Wilson; Ropers Row, by Warwick Deeping; A Lantern in Her Hand, by Aldrich; The Thunderer, by E. Barrington; Wintersmoon, by Hugh Walpole.

Jean Baird states that beginning Nov. 1st some one will be in attendance each day between 12 and 1 o'clock to issue and receive books. This is a membership privilege which we urge you to use.

Hermine Kruger,
Chairman.

—

BOOK REVIEW

Saturday, Nov. 9th, 2 P. M.

During Hermine Kruger's absence Ella Saylor will arrange the programs for the Book Reviews, and for Nov. 9th presents the following "attractions":

Mrs. J. E. Reid will review Black Roses, by Francis Brett Young; Old Miss, by Davison, and Dynamo, Eugene O'Neill's famous play.

Suzanne M. Chalmers will narrate Current Events; and Bird M. Wilson will read a few poems.

Luncheon will be served at 1 P. M. for those who make reservations. Program from 2 to 3:30 P. M.

THANKSGIVING

For all Thy bounty, God, we give Thee thanks,
For earth and sky and beauty that does lie
On every hand, do we but raise our eyes;
For Truth, that is the yard-stick that we use
To gauge our lives and know their worth;
For Love, supremest joy of man's experience here.
But far, far more we thank Thee, God, for faith,
Faith that Thou art and ever will be God;
For e'en though Beauty, Truth and Love shall go
And we do carry Faith within our hearts,
There is no depth from which we cannot rise,
There is no mountain peak we can not climb.

For all Thy bounty, God, we give Thee thanks,
But most of all for faith that Thou art God.

Hazel Steen.

JUNIOR JOTTINGS

Nov. 5—Annual meeting. The election of officers for the coming year and the reading of reports by all committees will take place at this meeting. It is the duty of every member to be present and cast her vote. The meeting starts promptly at 8 P. M.

Nov. 9—A Junior table is being arranged for the dinner meeting of the Quarterly gathering of the Calif. League of BPWC. Make reservations through the club, see details on front page of Herald.

No. 15—Junior Dance.

Nov. 26—The last social meeting of the club year. The program will be up to the usual high standard maintained by our social committee.

Word is out that Santa Claus will pay a visit to the club sometime in December, watch for further details in the next Herald.

Wasn't it nice to see our member Edith Keith Patterson at our last meeting? We hope that she will come down from her home in Marysville often and visit us.

Harriet Bakewell,
Publicity Chairman.

AMONG OURSELVES

An excellent time to bring prospective members will be the Thanksgiving dinner. There will be turkey cooked by our own Mrs. Lovett, with all the fixin's, of course, and Mrs. White has arranged a delightful program. It is hoped that as many as can will wear old time costumes, to lend an added charm. We all look lovelier in colonial dress. Besides, the membership is likely to close about that time, when the number of 250 is reached. There is always a homey atmosphere at our Thanksgiving programs. It's just like "going home to Grandma's", and no one wants to miss it.

—

Mrs. Rogers, president of Santa Cruz club, was a recent visitor at the cafeteria, and hopes to bring a number to the State League dinner. That club is almost running us a race in number of members.

—

Professor Bowman has a wide knowledge of international affairs, having degrees from both Princeton and Glasgow Universities, and the experience of service in the British Army during the war, besides much travel, and will give us a most interesting talk.

—

We are very proud to have our Thanksgiving poem written for us by one of our talented members.

—

Delena Randall has offered a club slogan:

"What kind of a club would our club be,
If every member were just like me?"

That speaks for itself, and couldn't be improved, could it —especially for a Thursday morning breakfast food?

Which reminds me, that our Directors have ruled that reservations for luncheons and dinners not cancelled the day preceding the luncheon or not later than 9:30 a. m. of the day of dinner, must be paid for, whether used or not. Surely this is only fair.

New homes are quite in order among our members. Our president is establishing one on Vermont Street; Dr. Shields has just completed one in Wildwood Gardens, and Dora Cooley and Nell Dockery are building a lovely colonial nook at their place in San Ramon Valley. Congratulations, all!

—

Hermine Kruger is enjoying a leisurely trip through the eastern states; will see Floss Warner en route, visit National Federation headquarters, and make many club contacts during the next three months.

—

The Demonstration Dinner o October 24th was a great success. The program was of course delightful, and through the courtesy of Mr. Belmont an excellent meal was served, with quite a little profit realized for our Fellowship and Service fund.

—

Dr. McGilvray took her vacation late, but made up in distance, driving clear to Vancouver, visiting Crater Lake and Mt. Rainier en route, and then finished with an October sojourn at her delightful cabin at Clear Lake.

—

So glad to report Jeannette Saunders finely recovering from a very serious illness, although still at home.

—

Good news comes from Dr. Kent and Dr. Williamson, also, who have been recent invalids.

—

Isn't the Cafeteria a happy place these noontimes? And isn't the food as wonderful as ever? Everybody says so.

—

Miss Stibbins, who will furnish one of our treats at our Thanksgiving dinner, is president of Alpha Mu Society of University of California, the honor society of the music section.

—

The clubs to be welcomed into the League as full-fledged members on the 9th are Santa Rosa, Haywards, and Culver City. We are expecting large delegations from them, and other clubs who have voted to affiliate, and will be given charters later, are San Leandro, Red Bluff, San Luis Obispo, and several in the southern part of the state. Miss Woodall, State President, has visited all these clubs, and been most successful in forming new ones.

The dominant note of the program will be internationalism, in accord with the added aim of our national federation, to aid in securing world peace. Let us not only think peace, but talk peace, and learn more of the ways of bringing peace, that we may do our bit in building up public opinion, which shall not only demand peace but bring it into reality.

Blanche Stedman and Florence Bussell are in charge of hostesses for the tables, and committee of general arrangements is Dr. Lillian Shields, chairman, Mrs. Homer W. Buckley, our president, Mary Belle Guber. Bird M. Wilson, and Mabel Graham of Gilroy club.

—

Arthur Brisbane says no woman has achieved even fifth rate genius in literature, music or painting. Is zat so?

But in another newspaper affiliated with the same ownership an editorial states: "We might as well forget the old idea that women cannot achieve the high places in art, literature and science. In the old days they didn't get a chance. But Madame Curie, with half a chance, and with marvelous intelligence, courage and patience, led the world a long way ahead into a field of precious knowledge that had been hidden in mystery. With more leisure, more chances, more general civilization, there will be more Madam Curies, more women who achieve the heights."

Perhaps no one woman today stands at the peak in the arts, but neither does any one man, and in every avenue of business and the professions, research, aviation, and in governmental service, the women are found side by side with men, quietly, satisfactorily making their way, an important factor in the general advance of the civilized world.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of Business Women's Herald, published monthly at Oakland, Calif., for October 1, 1929, State of California, County of Alameda, ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Bird M. Wilson, who, having been duly sworn according to law, deposes and says that she is the Managing Editor of the Business Women's Herald, and that the following is, to the best of her knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations.

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher Business & Professional Women's Club, 1608 Webster Street; Editor (Mrs.) Laura E. Pinkston, 2932 E. 16th Street; Managing Editor (Miss) Bird M. Wilson, 315 E. 19th Street.

2. That the owner is:

Business & Professional Women's Club, an incorporated body, a non-profit organization, having no capital stock; the officers of which are: Pres. Faye Otis Buckley, 582 16th St., Oakland; Vice-Pres. Mary Campbell, 30 Grand Avenue, Oakland; Vice-Pres. Mary Campbell, 30 Grand Avenue, Oakland; Secy. Ada E. Porter, Canyon City, Calif.; Treas. Jsssie Frost, New Jackson Hotel.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are none.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

BIRD M. WILSON,
Editor and Business Manager.

Sworn to and subscribed before me this 30th day of September, 1929.

(Seal) W. T. McSORLEY, Notary Public.
(My commission expires October 19, 1929.)

THINK RIGHT
and Make **YOUR LIFE RIGHT**
Miss Eugenia Rabbas
will tell you how in a Series of Five Weekly Lectures beginning Monday Evening, Nov. 18. Call Mabel Little, GLen. 6365 or OLy. 5806 for further information.

CANDY! CANDY!

Our Christmas candy will be ready for distribution about a week before Thanksgiving. Leave your orders at the club rooms any time. It will add just the right taste to the holiday festivities.

—o—

TAKE NOTICE

The new telephone number for the club is HOliday 6642.

Dougherty—Jack, your grandfather is the cleverest old gentleman I ever met. He is just full of witty sayings.

Jack 2—Yes, we call him "epigrampa."

PATRONIZE OUR ADVERTISERS—TELL THEM YOU SAW IT IN THE HERALD.

COPPER SHOP
10% off to Club Members on all orders for **Xmas Cards** given during October - November
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OAKLAND CAL.

BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Five | Oakland, California, Dec. 1, 1929 | Number Forty-five

THE BUSINESS AND PROFESSIONAL WOMEN *will enjoy*

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CALENDAR FOR DECEMBER

LUNCHEON

Thursday, December 5, 1929, 12:15 P. M.
Speaker: Mr. Preston Higgins
City Attorney for Oakland
Subject: "Legal Goulash"

LUNCHEON

Thursday, December 12, 1929, 12:15 P. M.
Speaker: Mrs. Sarah Moran,
(Club Member)
Subject: Here and There, Across the Seas.
Illustrated with Lantern Slides

CHRISTMAS DINNER

Thursday, December 19, 1929, 7 P. M.

Arranged by Past Presidents of the Club—
Alice Burnell, Elizabeth MacGibbon, Gladys Barndollar, Bessie Wood Gustason, Suzanne M. Chalmers, Mary Belle Guber, Ella Saylor, Josephine Swan White, and Mary Barmby, Ella Saylor, Chairman.

Community Singing of Christmas Carols.

Christmas Cantata—"On to Bethlehem!"
Sung by the united chorals of
San Francisco and Oakland B. P. W. C.
Leader: Florence Drake LeRoy.

A Play—By Dramatic Section, Oakland B. P. W. C.
Personae: Elsie Beaumont, Florence Bussell, Viola Bocca, Edna Stanger, and Mary Campbell.

Christmas Legend: Alice Moore.

Other attractive features in preparation.
Turkey Dinner "and everything", $1.25.
Tickets may be obtained at the club in advance, and avoid waiting at door.
Make your reservations as early as possible.
New telephone number, HOllidy 6642.

No program December 26th.

BUSINESS WOMENS HERALD

Official Publication of the

BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

Laura E. Pinkston....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. — OAKLAND 1470

Issued every month in the interests of the Business and Professional Women's Club.
Subscription Price $1.00 per year

Entered as second class matter, Jan. 17th, 1927, at the post office at Oakland, California, under the Act of March 3, 1879.

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JUNIOR SECTION

Thanet Mellick .....President
Alice Moore.....Advisor

NEW MEMBERS

New members just admitted to the club are Beatrice P. Ramey, Marion Gordon, Olive Cathcart, and Mrs. Bela Sias.

Quite a number expressed their desire to join the club at the "Revival Meeting" after the Thanksgiving Dnner, but the red tape has not been completed yet of acceptance to full membership.

—

"Old smiles are a trifle brighter,
And old spirits a trifle lighter,
And old handshakes a trifle tighter,—
It's Christmas!"

The Christmas Spirit.

Just now we are approaching the time of greatest pleasure gladness in the year, with its wreaths of glistening holly, berries of crimson, and gay litter of tinsel and greenery everywhere. New hiding-places are sought for precious packages.

It is a time when everyone thinks first of others. The cares and anxieties of the past year are temporarily banished from our thought; tightened lips relax, and hearts are lighter, in the joyous sallies of "Merry Christmas".

We feel the lifting of spirits as we join in the caroled "Peace on earth to men of good will".

It is the Christmas Spirit!

But shall it pass in a few weeks, and we sink into the old ruts of commonplace living?

I know of those who carry with them the holiday spirit throughout the year,—indeed. there are some in our own club. Are you and I among them? And if not, why not?

JUNIOR JOTTINGS

Tuesday, Dec. 3, at 6:45 p. m. the club will gather for the annual installation dinner. Reservations may be made with Mrs. Reid, the dinner will be 85c per plate. A cordial invitation is extended the Seniors to attend. Alma Kofoed is to be installed as president with Isabelle Racouillat as vice president; Gwendolyn Quinn, recording secretary; Josephine Allara, recording secretary; Dorothy Sahlman, treasurer; Eva Chiesa, auditor; Thanet Mellick, Mary Allen, and Juanita Stanley, directors. Mrs. Homer Buckley, Miss Alice Moore, and Mrs. Mabel Dye, of Alameda, will be the speakers.

Friday, Dec. 13, a Christmas dance is scheduled.

Tuesday, Dec. 17, will be the first meeting presided over by our new president. A Christmas social is planned and preparatons will be made for the family the club is to play Santa to, each girl is asked to bring 15c to help defray expenses for the filling of the sack Santy is to take to them. The family consists of two boys aged 14 and 8 and three girls aged 12, 10, & 4, the mother is a widow and owing to poor health can not work. Clothing in good condition is needed, each member will receive a notice assigning certain supplies for her to furnish for the family's dinner. Cooperate in this good cause, we must make Christmas a happy day for this family.

Congratulations and good wishes to Ethel Furtado and Albert Lascurettes, who are to be married Dec. 7, are extended by the club.

All members having money due on play tickets are urged to send same to Mary Allen.

Harriet Bakewell,
Pub. Committee.

—

BOOK REVIEW

Saturday, Dec. 14th, 2 P. M. This program has been especially arranged by Ella Saylor, as Chairman, to assist us in selecting our Christmas gifts of books.

Mrs. Constance Mitchell, of Sather Gate Book Shop, who has entertained us so delightfully before, will describe the newest books for us, suitable to all ages and tastes, and in addition, will favor us with a Christmas legend.

Alice Moore, our own member, will give us some Christmas poems.

Tea will be served at the close of the program, giving us a chance for a cozy chat about the books as we look them over.

WHERE THE CHRISTMAS TREES GROW

I saw the place where the
Christmas trees grow—
'Twas a high, high hill,
and row on row
Evergreens climbed
its sloping breast.
There were old, old trees,
each in a dark shawl,
There were middle-aged and
young ones,
short ones and tall—
But those that I loved
the very, very best,
Were the wee ones, the baby ones,
who, keeping oh, so still,
Tagged behind their mothers'
backs,
clear up the hill.

Myrtle Blessing (Sunset)

—o—

AMONG OURSELVES

Besides the good things coming to us this month, we have other lovely things already planned for the months to follow. In January Miss Lutz will give her long-promised reading, 'Enter, Madam".

In February a week end trip to the mountains for winter sports. And more delightful surprises later.

—

The lovely flowers at our Thanksgiving dinner were brought us by Dr. Post, Mrs. Morgan, and Mrs. Ihrig.

And did you know that the charming little girl who took part in the welcoming of new members, was Jean MacNeur, a grand-niece of Bessie Wood Gustason? And Miss Stibbins and Mr. Hermann, who were brought to us by Mrs. Franklin Davis of Berkeley, have promised to sing for us again sometime.

—

Through the influence of our choral leader, Mrs. Florence Drake Leroy, we are to have the addition of the San Francisco B.P.W.C. choral to our own choral in the rendition of the Christmas cantata, "Ain't it grand?"

—

The advertsing dinner given by the Alameda B.P.W.C. last week was most unique, and a great success. Congratulations, Alameda!

—

A lovely letter of appreciation of the Service Fund Dinner served by our club to the Oakland Soroptomists, has been received.

—

Mrs. Wales Hwan, of B.P.W.C. at Elko, Nevada, was a recent caller, and reports a very live club in that remote city. Miss Helen Stimson, of the State Farm Board, is its president. Mrs. Hwan was much interested in hearing of our programs.

Mrs. Jean Garland, of B. P. W. C. at Spokane, Washington, also brought greetings recently.

And Miss Scott, superintendent of Baby Hospital here, and formerly president of B.P.W.C. in Flint, Michigan, is transferrng her membership to our club. Miss Scott, by the way, is a sister of Mrs. Miles Fox, president of Y. W. C. A.

—

Miss Annie Woodall, President California League B. P. W. C. is kept on the go continually in response to the desires of business women's clubs just forming who desire to know about the National organization. She will soon hold the world record for number of miles driven in club work in these Pacific Coast states.

—

Hermine Kruger reports an interesting visit in Boston, and in seeking out places of note hstorically has even been browsing around among the old tombstones, reading epitaphs. Yet we never thought Hermine a particularly grave person.

—

Mrs. Hattie Lehnhardt is enjoying her freedom from the close ties of business. We congratulate her, but we do miss "Lehnhardt's".

We're hoping to see Jeannette Saunders with us at the Christmas dinner. She's been too long away.

—

Mae Wilkin has again been persuaded to remain in the East and has taken a position in Portsmouth, N. H.

But California is still home, she says.

Christmas is almost here. As the youngster in the family described it, a time of mystery; a time when we never enter the house without ringing the doorbell, nor open a drawer or a closet wthout saying "May I?"

—

Mrs. Moran's travels take her from the fjords of the North to the African desert, and from sunny Spain to frozen Russia. So her talk on her work will be of unusual interest. Bring your friends.

Among the beautiful numbers in the Christmas Cantata are the following:

Sing and Be Joyful;
Awaiting The Redeemer;
Thou Shalt Call His Name
Jesus;
The Promised Day Is Here;
Watch In The Field;
On To Bethlehem!
Heavenly Baby, Sleep;
O Wondrous Love;
Mine Eyes Have Seen;
Jesus Shall Reign.

—

Cafeteria still going strong with good things to eat, at most reasonable prices. Have you tasted that wonderful date cake?

—o—

CANDY! CANDY!

Put on your thinking-caps and think of some new customers for our candy. It's better than ever, and we want to sell many more cans this year, that we may offer a scholarship prize to a girl at Stanford, as well as U. C. and Mills. Besides, there's our Christmas dinners to the needy to come out of the fund!

If you know of any large organization who would be likely to use a lot of candy at Christmas time, take them a sample and get their order. We will deliver it. And smaller orders can always be filled at the club rooms.

Only $1.30 for a 5-pound can! Matinee mixture, soft filling, not hard, and pure sugar.

If you know of a good prospect and can't see the parties yourself, communicate with Suzanne M. Chalmers, Glencourt 1921, Bess Clow, Oak. 1214, or Carrie Kennedy, Oak. 0847.

OUR PERMANENT CHRISTMAS GIFTS

Climate: Year-round producing. The Californan can work, grow crops, or play every month in the year.

Wealth: Twice the national average of wealth, twice the average number of savings bank deposits; and more automobiles per capita than in any other state.

Health: Six of the fifteen most healthful cities in United States are in California, and Oaklalnd is one of them. California children are bigger around the chest and talle, than the average.

Education: California schools rank first. only those of Massachusetts equalling. Only two states exceed California's expenditures for school purposes.

Recreation: Four national parks, 1000 miles of ocean shore, a 1000-mile long mountain playground, 42,000 miles of paved highways. Year-round motoring, golf, boating, picnicking out-of-doors.

Crops: More than $600,000,000 yearly. Six million acres under irrigation.

Industry: Tho one of the youngest states California is 8th in value of manufactured products.

Our City: Forging ahead to a world-wide repute, with unlimited possibilities, in a setting of unsurpassed beauty.

Our Club: ! ! ! ! ! ! ! You tell it. I can't find words.

—

"The club movement has done more to keep women young than all the cosmetics that have ever been concocted", says a woman of 30 years' experience in club work. "Club women are alive and active, in mind and body; no going to seed."

THINK RIGHT

and Make **YOUR LIFE RIGHT**

Miss Eugenia Rabbas

will tell you how in a Series of Five Weekly Lectures beginning Monday Evening, Nov. 18. Call Mabel Little, GLen. 6365 or OLy. 5806 for further information.

Mr. Higgins gives a very interesting and unusual talk, both humorous and filled with surprising facts which we shall so much enjoy.

—o—

NEW LAWS FOR DRIVERS OF HUMAN MOTORS

Pull your machine up alongside a filling station regularly three times a day and put into it high-test fuel, such as leafy green vegetables, fresh fruit, milk, dark bread and real butter. Do not use substitutes — you wouldn't do it with a limousine. This high-test fuel is remarkoble in that it builds your automobile as well as puts pep in your motor.

Run your human automobile into the garage each night for eight hours of rest. Remember to turn on the fan by opening windows and getting plenty of fresh air. This will prevent flat tires.

Run your automobile body onto the wash rack daily.

Keep the chewing apparatus clean. Brush it morning and night.

Give your human car plenty of water to prevent a dry radiator.

Visit expert mechanics regularly (the doctor once a year and the dentist at least twice a year). They can help you overhaul your machine and discover a little knock in the engine before you even hear it.

Put a self-starter on your flesh-and-blood vehicle—that is, remember the main facts about putting pep in your motor every day.—Ill. Medical Journal.

—

Quebec, Sept. 6.—By a vote of 9 to 8, women are to be permitted to practice law in the Province of Quebec. The vote was by the general council of the provincial bar.

Algernon (reading joke) — Fawncy this, Percy, a chap here thinks that a football coach has four wheels.

Percy—Haw! Haw! And how many wheels has the bally thing?

—o—

TAKE NOTICE

The new telephone number for the club is HOliday 6642.

SAWS FOR THE GOOSE

If you wanna be popular don't give your opinion till it's ast for. And then only if it's favorable.

—

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CALENDAR FOR JANUARY

HAPPY NEW YEAR TO ALL

LUNCHEON

Thursday, January 2, 1930, 12:15 P. M.
Important Business Meeting
Complete Financial Reports for the last Nine Months.
Showing How the Budget Works.
Committee Reports.

DINNER

Thursday, January 9, 1930, 6:15 P. M.
Mrs. Pauline Otis, Chairman.
Dramatic Reading, "A Kiss for Cinderella",
Miss Florence Lutz, of University of California,
Music: Mr. Orley See, with his Wildwood Violin Choir.

ROUND TABLE LUNCHEON

Thursday, January 16, 1930, 12:15 P. M.
Speaker: Meta Mohr,
Manager School Savings, Farmers & Merchants Bank.

TWO - CLUB DINNER

Thursday, January 23, 1930, 6:15 P. M.
The Juniors and Seniors will jointly give this dinner. Music, Games, Jollity, Get Acquainted. No Guests. Arranged by Alice Moore, Isabel Dingwall, Bess Clow, Jean Baird and Mary Campbell, of the Seniors, and Josephine Damochiro, Mary Allen, Frances Kofoed and Alma Kofoed, of the Juniors.

EXTRA LUNCHEON

Thursday, January 30, 1930, 12:15 P. M.
Speaker: Charlotte Greenwood, of the Dufwin Theatres, or, if her visit to us postponed because of engagements, the celebration of Tenth Anniversary of League of Nations, in accord with all clubs of National Federation.
Make reservations early for all meetings.
First come, first served. Phone HOlliday 6642.

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Luncheons — 75 Cents

BUSINESS WOMENS HERALD

Official Publication of the

BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

Laura E. Pinkston....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. — OAKLAND 1470

Issued every month in the interests of the Business and Professional Women's Club.
Subscription Price $1.00 per year

Entered as second class matter, Jan. 17th, 1927, at the post office at Oakland, California, under the Act of March 3, 1879.

OFFICERS

President.....Faye Otis Buckley
Vice-President-Mary M. Campbell
Secretary....Ada Elizabeth Porter
Cor. Secretary....Alice M. Osborne
Treasurer.....Jessie Frost
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1608 Webster St. HOliday 6642

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Book Review ....Hermine Kruger
Past Officer.....Floss Warner
Choral.....Mrs. Leroy, Leader

JUNIOR SECTION

Thanet Mellick .....President
Alice Moore.....Advisor

NOTICE

The Garden Room may be rented, for $10 an evenng, or $7.50 for a series of three or more evenings; the Lounge may be rented for $7.50 an evening, or $5 for a series. Lower prices for daytime rental. Any club members desiring to rent them, confer with our Secretaries.

NOTICE

The President desires to meet the Program Committee on Friday, January 3rd, at luncheon in the Garden Room, for discussion of plans.

GREETINGS!

I know I voice the sentiment of every member when I say "Happy New Year To All"; that each one is wishing that for each other member of our loved cluub. The year has been filled with activity, and the coming year will bring even more.

In the world at lorge the sprit of Peace is settling over the earth; in our own organization we are imbued with the same thought, and lending our best service toward mutual understandng and helpfulness.

In the year to come as individual members some of us will have sorrows, some carry burdes that seem too heavy. Let the knowledge that we are all standing by, with a united desire to bring joy in place of sadness, to lighten every load, to be tender to one another in a loving sisterhood, make the new year a happier one for all.

Faye Otis Bucqley.

QUESTIONING.

I asked the New Year,
"What am I to do
The whole year through?"
The answer came,
"Be true".
I asked again,
"And what am I to say
To those who pass my way?"
"The kindest words", he said,
"That you can say".
"What thoughts am I to think,
Day long, year long?"
And clearly as a quick-struck gong,
The answer,
"Think no wrong."
"And what roads take
Across the earth's worn sod
Where many feet have trod?"
Swift came the answer —
"Those that lead to God."

Grace Noll Crowell.
(Good Housekeeping)

BOOK REVIEW

Saturday, January 11th, at 2 o'clock P. M., the Book Review section will present another interesting program, arranged by Ella Saylor, Chairman during the absence of Hermine Kruger.

Claudine Detoy will narrate Current Events.

The Journey's End, "the play that is sweeping the world", and some of the very latest books will be reviewed by Elizabeth Potter, Librarian at Mills College, Mary Barmby, Jean Baird, and Bird M. Wilson.

Discussion of books will follow.

DELINQUENTS

Service clubs, and particularly women's clubs, have proverbially been accused of conducting their club affairs with a lack of business methods. Our Board says that doesn't apply to business and professional women, and just to show the world that it's so, will follow the most approved methods as to collection of dues. Quite a number of members have evidently desired to wait until after Christmas before paying club dues. That's all very well, but on January 15th next a list of members whose dues are then unpaid will be posted on the bulletin board at club rooms, as delinquent, and a last notice sent them. Do you want your name written there?

AMONG OURSELVES

Hurrah! The candy sales seem to be mounting to the mark of 1000 cans. That's the best ever! Full reports in next Herald.

—

We are starting the new year with delightful programs, as, indeed, have been those of the old year. It is quite amazing to look back over the Heralds. and note the character of entertainment given at our meetings.

Miss Florence Lutz, who comes to us on the 9th, is ranked as one of the finest dramatic readers in the country, with a reputation extending from coast to coast. Her experience as a teacher in the Sargent School of Acting, New York City, Dean of the School of Expression, in Boston, and Assistant Professor of Voice Culture in the University of California, combined wth her program work as dramatic reader. qualify her in the highest degree, and we are greatly favored in her coming to us. The play which she will interpret, "A Kiss for Cinderella", by Barrie, is a delightful comedy.

Through the courtesy of Miss Radil a musical program has been arranged to accompany Miss Lutz' entertainment, which in itself is a real treat. Mr Orley See. well known in this region, of San Francisco Symphony Orchestra, wll be present, with his Wildwood Violin Choir. composed of Margaret Swanson, Jack Terrill, Lucille Rice and Billie Bercovich. They will give us music especially selected for this occasion.

Miss Meta Mohr, our club member who gives her life story at the Round Table meeting on the 16th, is manager of the School Savings Department of Farmers and Merchants Bank of Oakland, and has many humorous as well as serious incidents to relate, especially connected with her life in Germany whle studying there.

The combination dinner and "party" of Juniors and Seniors on the 23rd is the first of its kind, and is the first opportunity given to become really acquainted with each other. We know we have the most capable junior club in the country, and we hope they know they have the most remarkable senior club. Now let's find out. No guests are permitted to attend on that evening. It is strictly "members only" of the two clubs. Music, games, and "just visiting", is the order of the evening. Any member of either club not interested in the senior or junior club, please stay away.

—

Won't it be fun to meet the greatly admired Charlotte Greenwood face to face, in our own club home, as our honored guest, on the 30th?

—

The choral and dramatic sections have had so much praise for their contribution to the Christmas program, that we expect still bigger things in future; in fact, the program chairman stated that evening that she was going to take them all out on the road for engagements without delay. We're likely to lose our draamtic stars to the Dufwins, and the choral has already accepted the invitations of Mrs. Andrews, of Unity, and the Elmhurst Presbyterian Church to sing portions of the cantata for their congregations. We appreciate the sisterliness of the San Francsco choral in augmenting our numbers with their fine voices. and the whole affair was so delightfully our own family affair, with Josephine Swan White guiding us at the piano. And did you know that Mrs. Otis worked out the clever musical notes over the door, the first strain of "Joy to the World"?

Was the auditorium ever more beautifully decorated? Anna Ihrig, Mary Campbell, and our own faithful secretaries surely worked overtime.

The House Committee has tried many methods of handling reservations, and at the next large gathering will try still another one, namely, those coming first may have their choice of seats, unless a full table of 8 places is reserved by one party.

If anyone wonders why she isn't served more promptly sometimes just remember that it is owing to the small size of the kitchen downstairs, and be patient; also, if a hostess desires a second helping for guests. by waiting untill all have been served once, it will be gladly attended to. Just go out in the kitchen sometime, and then wonder how in the world our excellent staff takes care of us so well.

—

Wasn't it good to see Jeannette Saunders, Teresa Farrar, and Delena Randall recovered sufficiently to be with us at the Christmas party?

—

The Senior and Junior Directors will have a conference on the first Monday in aJnuary, while enjoying a picnic supper in the Garden Room. Doesn't that sound jolly?

—

We are delighted to welcome two new members transferred to us from other clubs, Mrs. Mildred Hensley, of Baton Rouge. La., and Mrs. C. H. Marsh. of Salt Lake City, Utah. Make yourselves known to them, girls.

—

Mr. J. M. Green has taken charge of the rental of auditorium and stores of our building. and has many fine prospects already in sight.

—

Our State President, Miss Annie Woodall, entertained the Executive Board and Committee Chairmen of the State League of B.P.W.C. at her home a short time ago, where interesting reports of the State work were made, and reporting the formation of a new club in the south. called the South Bay B.P.W.C., with headquarters at Redondo Beach, Miss Ethel M. Fitzpatrick. president. A christmas supper followed, and a joyous time visiting among the members from the different clubs.

—

Our meeting of the 9th falling on the same evening as one of the Elsie Cross Lecture Series. Miss Lutz will begin her reading promptly, and program will endeavor to be closed in time to attend lecture at 8:30.

—o—

ATTENTION

The Choral Section will hold their first meeting after the holidays on Monday, January 6th, 1930, at 7:30 P. M. All members desired to be present. to discuss future plans.

JUNIOR JOTTINGS

Tues. Jan. 7. The first business meeting of the new club year, announcement of the standing committees will be made and other important items will be taken care of. Come and wish our new president, Alma Kofoed, every good wish for a most successful term.

Friday Night, Jan. 10. A Junior Dance. with many surprise features is being planned by the committee headed by Juanita Pearson.

Thursday Night, Jan 23. A combined Senior-Junior party at which members only are bidden. Plan to come and get ocquainted with our Seniors and with the Juniors who you have not had the opportunity of meetig as yet. You can not afford to miss this good time.

Tuesday, Jan. 28. A social meeting for prospective members. You could not find a better opportunity for introducing your friends to the club.

A wish for a marvellous trip is extended our member, Benita Helmond, who sails soon for a tour of the world. We hope to hear all about it, Benita, upon your return.

Harriet Bakewell.
Publicity Chairman.

—o—

GREAT EVENT!

All aboard for the winter sports. Two days of tobogganing, sleigh-riding, skiing, snowballing, etc., etc. Our President has secured the following rates, for a party of club members and friends to take advantage of the holiday, February 22nd. Round trip to Cisco, leaving Friday evening, February 21st, retcrning here Monday morning early, the 24th, including Pullman berth, six meals and room (without bath) at Soda Springs Hotel, with two in one room, as follows: using lower berth in Pullman, total expense, $26.70; upper berth, $25.50. The quarters are very comfortable at this hotel, and the only additional expense for the trip will be rental of skates or skiis. This is but 25c or 50c, and with groups of six is even less for the day. As reservations are already being made by other parties, if we desire a real club party at this time, it will be necessary to make reservations by January 23rd.

THINK RIGHT

and Make YOUR LIFE RIGHT

Miss Eugenia Rabbas

will tell you how in a Series of Five Weekly Lectures beginning Monday Evening, Nov. 18. Call Mabel Little, GLen. 6365 or OLy. 5806 for further information.

NATIONAL CLUB HOME

You remember that at the national headqcarters last summer at Mackinac the idea of establishing national headquarters at Washngton, D. C., was enthusiastically received, and $25,000 was raised within an hour as a nucleus.

Our State League has sent $100 from its treasury as its gift to this fund, and individual members and clubs are sending in their contributions. Even persons outside of the club membership are making gifts in memory or honor of some loved one to whom the club was dear.

Our Josephine Swan White will be glad to explain the project to anyone desiring further information upon it, or to contribute toward it..

—o—

The Mexican congress has voted 79 to 3 in favor of a new code of labor laws that will seem terribly radical to many north of the Rio Grande.

Under the new labor code industries must provide decent homes for employes, must not discharge workers without notice, must not employ women and minors for night work, must set aside 5 percent of workers' wages for an insurance fund. and must gve employes an advisory voice in the administration of the industry that employs them.

TAKE NOTICE

The new telephone number for the club is HOliday 6642.

Big Business

"I wonder why Maude claimed she was only 25 when that rich old man was courting her?"

"Oh, she made a liberal discount for cash, I suppose." — Montreal Star.

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Five | Oakland, California, Feb. 1, 1930 | Number Forty-seven

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CALENDAR FOR FEBRUARY, 1930

LUNCHEON

Thursday, February 6th, 12:15 P. M.
Election of Nominating Committee.
Speaker: Mrs. Juliette James, Noted Lecturer and Traveler
Subject: Why We Go To Europe.

BOOK REVIEW

Saturday, February 8th, 2 P. M.

SPECIAL ENTERTAINMENT

For Business and Professional Women of Oakland
Thursday, February 13th, 8 P. M. No charge.
Announcement of Spring Activities and Registering for Courses.
Speakers: Mrs. Alfred McLaughlin of San Francisco. Delegate to Institute of Pacific Relations.
Mr. Joseph Parker, Manager Chamber of Commerce of Oakland.

LUNCHEON

Thursday, February 20th, 12:15 P. M.
Speaker: Mrs. Elizabeth K. Owen, of Mills College
Subject: The College Girl of To-day and Yesterday
Also, Miss Vesta Sonne, winner of our prize in 1929, will be with us.

DINNER

Thursday, February 27th, 6:15 P. M.
Introduction of Leaders and Instructors of Spring Activities. Outline of Courses.
Mr. Philip Ramus will speak of America's Opportunity in the Art Realm.

FIRST SUNDAY PROGRAM

Sunday, March 2, 3 p. m., Arr. by Josephine Swan White
Subject: Indians in History and Romance.
Miss Georgia Maiden will describe the great Iroquois Chief, Red Jacket.
Trio in Indian Songs. Directed by Professor Lehmer of University of California
Miss Hunt, soprano, Mrs. Cooley at piano.
Marjorie Whitcomb with clarionet
Mrs. Evelyn Dunn, reading, "Indian Love Letters", with music arranged by Josephine Swan White.

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Book Review.....Hermine Kruger
Past Officers.....Minora Kibbe
Choral.....Mrs. Leroy, Leader

JUNIOR SECTION

Alma Kofoed.....President
Alice Moore.....Advisor

STATE LEAGUE

The next quarterly meeting will be held in San Francisco on Sunday, February 16th, at 12:30 P. M.

Luncheon will be served at Sir Francis Drake Hotel.

Five new clubs to receive charters.

Inspirational Address by Rev. W. K. Guthrie.

This is the time to meet club women from other parts of the state, and find out the interesting things going on. Make reservations early, with Mrs. Reid at club rooms. Hol. 6642.

Let's have a record attendance.

EXTRA! EXTRA!

Latest News! Great Joys Await us!

Just look at the Spring program planned for club members!

Now that the Cafeteria is running satisfactorily, and the budget system is taking care of expenses, our Directors and Program Committee, led by our efficient President, have planned a schedule of events for the spring months to delight all tastes.

Arrangements have been made with lecturers of note and competent teachers to give courses on the following subjects:

TRAVEL

Mrs. Juliette James, a traveler of note and a fluent speaker, will tell us what to look for in a trip around the world, historically and artistically, and how to understand it when we see it.

This being the year of The Passion Play at Oberammergau, many of us will visit Europe; and of especial interest to club members will be the Good Will Tours by our National Federation, to found at Geneva an International Federation of B P. W. Clubs, and visiting en route the countries of Ireland, England, Scotland, France, Italy, Germany, Norway, Sweden, Poland, Finland, and Russia, meeting with the prominent women in all these lands.

This course is without charge to club members

INTERIOR DECORATING

Mr. Philip A. Ramus, of London, England, comes of a family established for over two centuries in the business of interior decoratng and antiques, and studied in the principal Schools of Art in Europe. Added to this was a sojourn in the Orient, and special opportunities for the British Government in India.

His experiences in leading furniture and department stores in this country and Canada, and in the motion picture field of art, especially fit him for giving the practical instruction with the historical and technical.

He will give a course of lectures on Monday and Friday evenings, on The Fundamental Principles of Interior Decorating, suitable for the professional and the seeker after cultural knowledge. This, also, is without charge to members.

CURRENT EVENTS AND BOOK REVIEW

Under professional leadership, to be announced later, on the second Thursday evening of each month. No fee to members.

THE NATION'S BUSINESS

A series of lectures by experts in the various lines following in general the conferences carried on by President Hoover and the United States Chamber of Commerce, including analysis of investments; real estate values, income taxes, etc

No charge to members; non-members $7.50 for 10 lectures.

SWIMMING, BASKET BALL, AND INDOOR GOLF

Opportunities for these games at the Y. W. C. A., under the direction of Alice Moore. Club Members only. No fee for instruction.

BRIDGE

Both auction and contract bridge taught by an expert. Club members only. No fee.

HANDICRAFT

All the new hand work, quilted pillows and coverlets, and all the latest needlework, with original designs, by Anna Ihrig. No charge to members.

Continued on Page 4

AMONG OURSELVES

In addition to all the other good things, Mrs. White has arranged a series of four lovely programs for the first Sunday afternoon of the months of March, April, May and June. They are diverse in character, and equally delightful. The first one will be given on March 2nd. See program on first page.

—

So glad to see Mary Campbell with us again after her illness.

—

Be sure to take advantage of these courses, and be ready with your selections on Thursday evening, the 13th. Also, bring any friends who might be interested in sharing the privileges of club membership. This is only a taste of good things to follow.

—

A new roster is in preparation, to be printed next month. See that Mrs. Reid has notice of any changes in address or phone number.

—

EUROPE — 1930

An entrancing tour will be conducted by our club member, MRS. SARAH R. MORAN, including the Passion Play at Oberammergau.

Consult Mrs. Moran at Hotel Coit, Hol. 2660.

—

For the lovely flowers in the Christmas play, we are indebted to Thomas, the Florist, and the Key Route Inn Florist; and for the potted trees in lobby, to our good member, Maude Petersen.

—

What lovely singing greeted us at the Round Table meeting, by Miss Gertrude Greven, soprano, accompanied by Mrs. May Denke.

—

Our member, Miss Geddes, propretor of Maison Marco on Grand Avenue, was burglarized just as she had received a large consignment of imported lingerie. What a shame!

—

Very sorry to report three of our members spending some time in the hospital, Dr. Post at Fabiola, Clo Rogers at Peralta, and Zannette Potter at Merritt. All doing well at last reports.

—

A warm welcome awaited Hermine Kruger on her return home, which we expressed by putting her to work at once, filling in as a substitute for Charlotte Greenwood on last Thursday's program. And from the enthusiastic reception, she filled it completely.

—

The Choral Section is meeting regularly now on every other Monday evening, learning lovely new songs. It has accepted an invitation to sing at Elmhurst Presbyterian Church.

—

Have you seen our lovely growing Christmas Tree, the gift of Edna Stenger?

—

We are favored in having Mrs. McLaughlin with us on the 13th and hearing from an official delegate and accomplished speaker the many interesting features of the recent meeting in Japan.

Freda Smith, Mabel Little and Jessie Frost received prizes for 100 per cent attendance, while a number of others received honorable mention.

—

Chairmen of Committees will please be ready with reports for annual meeting, March 6th.

—

INVITATION

Josephine Swan White invites you to attend a Recital, given at our auditorium on Friday evening, Feb. 7th, at 7:30, by her pupils of ages from 5 to 12 years, assisted by pupils from Alice Zwillinger's School of the Dance. Children are especially invited.

—

BOOK REVIEW

On Saturday, Feb. 8th, at 2 P.M. one more meeting of Book Review Section will be held before the new series begins.

Current Events will be narrated by Isabel Dingwall.

The Book Review will be given by Florence Bussell.

General discussion of books we have read recently.

All welcome, with your friends. At the last meeting three new books were added to our library, Psychology of Happiness, by Pitkin; Hudson River Bracketed, by Edith Wharton, and New Worlds to Conquer, by Haliburton.

TAKE NOTICE

The new telephone number for the club is HOliday 6642.

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Club Member

AMENDMENTS TO BY-LAWS

The Directors propose the following amendments to the by-laws of the club, to be voted upon at the annual meeting, March 6, 1930;

Amend Section 1 of Article IV. to read as follows:

"The initiation fee for membership shall be Fifty Dollars. this section shall be effective on all members proposed for membership after March 6, 1930."

Amend Section 1 of Article V. to read as follows:

"Regular meetings of the club shall be held on each Thursday of the month (holidays excepted). The place and type of meeting to be determined by the Board of Directors. The annual meeting shall be on the first Thursday in June of each year."

Amend Section 2 of Article VI. to read as follows:

"There shall be ten directors elected, who shall serve for the term of two years; provided, however, that at the annual election in March, 1930, two shall be elected to serve for a term of one year, and five shall be elected to serve for a term of two years, these seven directors with the three directors then in office to constitute the ten directors, and after 1930 five directors shall retire each year. No director shall be elected for two successive terms.

Amend Section 3 of Article VI. to read as follows:

"These sixteen officers shall constitute the Board of Directors of the Club."

Continued from page 2

DANCING

Aesthetic, ballroom, and tap work, reducing exercises. Directed by Alice Zwillinger, noted teacher of dancing. No charge to members.

LANGUAGES

Mrs. Lorette Warner will conduct classes in French, with good sound drilling in the grammar as well as in conversation, and correct use of the French idiom; also, shopping and the theatre, the cafe and les petites boites-de-nuits in Montmartre play, an important part in a visit to Paris.

Professor A. Artieda, well known instructor, will conduct classes in Spanish. No charge to members.

MUSIC

Choral Section, led by Mrs. Florence Drake Leroy, a teacher of superior qualification and wide experience with chorals. Special attention to breathing and voice production.

DRAMA

Dramatic expression through the medium of plays, under the direction of Mrs. Oscar Maillard Bennett, of the University of California Extension faculty, well known in this region for her splendid work.

PARLIAMENTARY LAW

Instructor to be announced.

Any three of these courses may be taken by one club member absolutely without charge.

In which of these do you wish to enroll? Please sign your name below, and state your first, second and third choice.

NAME .....

1st CHOICE .....

2nd CHOICE .....

3rd CHOICE .....

JUNIOR JOTTINGS

Tuesday, Feb. 4. Business Meeting at 8 P. M.

Friday, Feb. 14. Valentine. Dance with Eva Chiesa chairman in charge. In order to maintain the high standard of the dances everyone must present a bid at the door the night of the dance. If you wish more bids phone Harriet Bakewell at HOlliday 0244 and they will be sent you.

Tuesday, Feb. 18. Social meeting with Evelyn Baldaramos and her able committee in charge.

Cupid has been very busy of late and now many of our members are wearing diamonds. Carolyne Beadle has announced her engagement to Ottmar H. Friz. Dorothy Sahlman has said "Yes" to Eugene Nissen and Edith Ferris is to become the bride of Mr. Spencer. While two of our members surprised us and went to Reno and changed their names, Olga Hansen is the bride of Dr. Wilbur Planer and Marie Cole is now Mrs. Dacre.

The age limit of the section has recently been changed to read that only business girls between the ages of 20 and 30 years of age are eligible for membership. The age limit was formerly 18 to 25.

The club is glad to hear that Wanda Planer is rapidly recovering from her recent illness and hopes that she will soon be able to be with us.

Harriet Bakewell,
Publicity Chairman

—o—

CONGRATULATIONS

Business women will do it, — sometimes. Lillian Wendemuth, President of San Francisco League of B.P.W., was married on New Years' Day to F. F. Barbour, of Piedmont. We rejoice that they will make their home here, and of course she will affiliate with our club.

—o—

Before Wisdom Interfered

"Aunt Clara, if you had your life to live over again what would you do?"

"I'd get married, my dear, before I had sense enough to decide to be an old maid."—Boston Transcript.

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OAKLAND CAL.

BUSINESS WOMENS HERALD

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(CALENDAR FOR MARCH, 1930)

SPECIAL ENTERTAINMENT

For Business and Professional Women of Oakland.
Thursday, February 27th, 8 P. M. No charge.
Speakers: Mrs. Alfred McLaughlin of San Francisco.
Delegate to Institute of Pacific Relations.
Mr. Joseph Parker, Manager Chamber of Commerce of Oakland.
Registration for Spring Activities.

INTERIOR DECORATING

First Lecture free to all, by Mr. Philip Ramus.
Friday, February 28th, 8 P. M. Garden Room.

OPERALOGUE

Sunday, March 2nd, 3 P.M. Josephine Swan White, Chairman
Admission by Membership Card. Non-members 50c.
RUDOLPHINE RADIL, in L'Amico Fritz, by Mascagni.

ANNUAL MEETING — LUNCHEON

Thursday, March 6th, 12:15 P. M.
Election of Officers; Discussion of Amendments. Written Reports of Committees.
Business Women's Week, 10th to 15th, Open House at our Cafeteria, 11 to 2.

PROFESSOR RAYMOND G. GETTELL

Thursday, March 13th, 8 P. M. Dean of Political Science Department, University of California. Dinner in Garden Room, 6:30 P. M. 85c.
Admission to Lecture by Membership Card.
Non-members $1.00.
Subject: "Present Conditions in Europe."

CIVIC LUNCHEON

Thursday, March 20th, 12:15 P. M. 75c.
4-minute speeches by club members on Community Chest beneficiaries.
Del Valle Farm — Mary Barmby.
Fanny Wall Children's Home and Day Nursery—
Hermine L. Kruger.
Pacific Coast Protective Society—Dr. Luella Stone Swauger.
Salvation Army Maternity Home—Bird M. Wilson.
Big Sisters of Alameda County—Ella Flynn.
Community Chest in General—Cliff Brooks.
No appeal for funds at this meeting. Very interesting talks.
Helen Artieda, Chairman.

DINNER

Thursday, March 27th, 6:30 P. M. $1.00.
Installation of Officers.
Speaker to be announced later through newspapers.
Phone Reservations for dinners and luncheons, Hol. 6642.

BUSINESS WOMENS HERALD

Official Publication of the
BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

Laura E. Pinkston....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. Hol. 6642

Issued every month in the interests of the Business and Professional Women's Club.

Subscription Price $1.00 per year

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JUNIOR JOTTINGS

Feb. 27 . Juniors are urged to register for the courses offered by the Seniors. Rates will be arranged for. See details elsewhere in this issue.

March 4. Business meeting at 8 P. M. A 100 per cent attendance is urged.

March 21. "Shamrock Dance" with Isabelle Racouillat as chairman.

March 25. Initiation Dinner, honoring new members. Cards giving details will be mailed to members.

Honor has been bestowed upon our president, Alma Kofoed. She has been recently made a member of the Oakland Community Council, an organization that is composed entirely of presidents of service clubs in this city. The group discusses problems affecting the city.

Deepest sympathy is extended Catherine Molinari in the loss of her grandmother.

Wanda Planer has set the date of her marriage to Herman Nielebeck for April 9.

Harriet Bakewell,
Publicity Chairman.

—o—

Of course you've read the inviting account of the Good Will Tour of our B. P. W. Clubs in July, and are planning to go. It wouldn't be right for an International Federation to be formed without Oakland being there, would it? Ask Bird M. Wilson for particulars, as she is handling the tour for California, and will give you folders with full details.

And wouldn't it be fine to take a little longer tour, and go with Mrs. Moran, our club member, leaving May 31st, and finishing in time to join our delegation in Geneva in August, for the international meeting. Phone Mrs. Sarah Moran, Hotel Coit, Hol. 2660.

WELCOME TO OUR GUESTS

We welcome you to our club home most heartily, invite you to share its comforts with us, and to join in our coming activities.

The program for the next three months has been especially arranged for busy women, to provide the greatest amount of interesting information and helpful knowledge and entertainment with the least expenditure of time.

On Thursdays (our regular club meeting day), alternating at luncheon or dinner, speakers of note will address us. On other days, without loss of time from business or social duties, courses may be enjoyed in a variety of subjects, as well as aesthetics and dancing. Note our "Handy Reference Calendar" in this issue.

After the summer vacation another delightful series will be arranged.

Invitations have been sent to you to advise you that you are eligible for membership in this club, and to share in its privileges and advantages.

All the activities outlined in ths program are free to club members.

We invite you to visit our cafeteria, in the Garden Room up stairs, open every day but Saturday, from 11 to 2. We have delicious home cooking at very reasonable prices, and the opportunity for a rest, or a jolly social chat.

We have also a Circulating Library for our members, and many enjoyable picnics and social affairs during the year.

We are members of the National Federation of Business and Professional Women, and an International Federation is expected to be formed this year. It is a glorious feeling to do one's bit in forging a chain of trained and experienced business and professonal women that shall reach around the world, binding them all together in an understanding and spirit of good will that shall make for lasting friendship and universal peace.

Will you join us? Faye Otis Buckley, Pres.

You will be surprised to find how many of the spring activities you can enjoy without loss of time from business, and but little change in your social life. This is the first time so extensive a program has been worked out for the convenience of busy women, in this community. So make your selections from the list following, and be ready to register in as many as you like on Thursday evening. Remember, there is no charge to members. Your membership card entitles you to all.

THE NATION'S BUSINESS

Professor Raymond G. Gettell, Dean of Department of Political Science at University of California, will address us on the second Thursday, March 13th, at 8 P.M. Subject: Present Conditions in Europe. In April and in May and perhaps in June, on a Thursday evening he will give further talks on subjects to be announced later. Professor Gettell is a speaker of renown, a keen analyst of world affairs, and with great breadth of knowledge. This course will be interesting to the men of your families. Tickets may be secured at the club rooms for non-members. $1.00 per lecture.

INTERIOR DECORATING

On Monday and Friday evenings for 11 weeks, beginning March 3rd, from 7 to 8 P. M., Mr. Philip A. Ramus, of London, England, will give a series of talks on this subject, intermingled with interesting class work, covering a wide range for professional work or cultural enjoyment. He has studied in the principal art schools of Europe, and made individual study in the Orient; had practical experience in

Continued on Page 3

leading stores in this country and Canada, and in motion picture work.

Non-members may take the entire course for $20.00, or $1.25 a single lecture.

Mrs. Reid, our Executive Secretary, is chairman for this course.

JOURNEYING IN EUROPE

Mrs. Juliet James, experienced traveler and lecturer at Paul Elder's Gallery and before many clubs, will give a series of talks at our Thursday luncheons, on the most interesting things to see in Europe, their historic interest, artistic merit, or natural beauty, including the Passion Play at Oberammergau, to be gven this year for the first time in ten years.

Owing to prior engagements she cannot be with us until Thursday, April 3rd, at 12:15. luncheon. Note the date.

REVIEW OF BOOKS AND PLAYS

We are indeed fortunate in securing Mrs. Nelene Groff Gettell, of the University of California Extension Division, to review the late plays and describe notable books. Mrs. Gettell is well known in the literary and dramatic life of New England and California, as a writer, lecturer, and instructor. She will be with us first on Thursday, April 10th, at 8 P. M., reading the much talked-of play, "The Criminal Code". Tickets for non-members, $1.00.

SUNDAY MUSICALES

On the first Sunday of March, April, May, and the second Sunday in June, will be given a series of delightful entertainments, arranged by Josephine Swan White, very well known in this community as a teacher of piano and the spoken voice, and for her lovely cantillations.

On March 2nd, at 3 P. M., Rudolphine Radil will appear in an operalogue of "L'Amico Fritz", by Mascagni. Her singing and story-telling are inimitable, always a delight.

Continued on Page 4

AMONG OURSELVES

Fine reports come in from our invalids. Delena Randall's mother is improving finely; Clo Rogers and Dr. Post are home from hospital, and Jeannette Saunders improving after a little backset.

—

Button, button, who got the candy? There are 22 cans of candy unpaid for, from our Christmas sale. Think back carefully and see if you are the forgetful one, and report to Mrs. Reid.

—

Aren't you crazy about the first of our Sunday programs, on March 2nd? You know Miss Radil is supreme in operalogues.

—

How much we enjoyed Mrs. Owen, of Mills College, on the 20th, and how proud we were of our prize essay winner, Miss Vesta Sonne. These prizes and scholarships are a work worth while. May we soon be able to have more of them.

—

Our club was represented at the Club Co-operation Dinner of Community Chest on the 20th by Helen S. Artieda and Ella Flynn. It was the first gathering of the kind held in Oakland under the auspices of the Chest. and brought several hundred representatives together of the leading service and other clubs.

—

Business Women's Week will be observed nationally from March 9th to 15th, by broadcasting by our National President, and general publicity, each club doing its bit in its own community.

—

The Quarterly Meeting of State League in San Francisco was a beautiful affair, in the rich setting of Sir Francis Drake hotel. Some 200 members attended, from north to south and all thro the State. Four clubs were given charters of membership, Alturas, Paso Robers, san Leandro, South Bay The total membership in the State is now 1476, a splendid tribute to the work of Annie Woodall, our President, who has driven thousands of miles visiting groups of business women and organizing clubs. Besides the inspiring program of entertainment, most interesting reports were given by the various committees, with Santa Rosa and one or two other new clubs engaging most enthusiastically in a program of important civic work.

And what do you think? The Oakland Juniors out-numbered the Seniors in attendance. They will soon be doing our work entirely.

—

REPORT OF NOMINATING COMMITTEE

The following splendid ticket has been selected by our Nominating Committee to serve us for the coming year:

President, Mrs. Teresina Morgan
Vice-Pres., .
Mrs. Isabel W. Dingwall
Treasurer, Miss Aino Malinen
Rec. Secty, Mrs. Edna Stanger
Cor. Secty, Miss Anne Kennedy
Auditor, Jessie E. Frost
Directors, Mrs. Faye Otis Buckley, Mrs. Clara McKenney, and Miss Claudine Detoy.

Balloting will take place on Thursday, March 6th, from 12 o'clock to 6 P. M. Nominations may also be made from the floor at the luncheon meeting on that day. And if the proposed amendment is adopted increasing the number of directors, seven more directors will have to be elected on that day.

—

The P. O's had a delightful dinner meeting at Josephine Swan White's, and besides lots of fun, elected new officers, namely, Carrie P. Kennedy, Chairman; Mary Belle Guber, Vice-Chairman, and Jean Baird, Secretary-Treasurer.

—

Don't forget the discussion regarding raise of initiation fee at March 6th meeting.

—

Did you know that our club is to assist the Chamber of Commerce as hostess to conventions this year?

—

You will greatly enjoy the lovely paintings loaned by us by our talented member, Agnes DeNeale Morgan. Look for them on Thursday evening.

Continued from page 3

On April 6th the program deals with the history, romance, and music of our Indians.

On May 4th, an afternoon with Hawthorne, with musical setting.

On June 8th, the club Choral, Florence Drake LeRoy, soloist, and Mrs. White in cantillations.

Full programs announced later. Non-members, 50c each.

FRENCH AND SPANISH

Every Wednesday, in the cafeteria, from 12 to 1:15 P. M. Eat and converse with your instructor.

1st and 3rd Wednesdays, French, with Mrs. Lorette Warner, who says French is the language of joy and happiness. Learn to feel at home in Gay Paree.

2nd and 4th Wednesdays, Spanish, with Professor G. Artieda. Only once before has Professor Artieda consented to take a similar class, when he assisted a group of bankers, dealing with South American peoples. He believes business women should also be able to handle business in Spanish. A native of Spain and educated in that country, his qualifications are supreme.

These courses to non-members 75c per lesson when taken in the group.

HANDICRAFT

Anna Ihrig's needlework is well known to this community, thro the store she conducted for years. Now retired, she comes to us on the 1st and 3rd Tuesdays, from 6 to 7 P. M., ready to teach all the new hand work, quilted pillows, etc. Members only.

DANCING

On the 1st Monday in every month, beginning March 3rd, from 6 to 7 P. M., Alice Zwillinger will instruct in ballroom and aestetic dancing, tap work, and reducing exercises. Her work is too well known to need further description. Non-members, 75c.

BRIDGE

1st Saturday of each month, 1:30 P. M., both auction and contract bridge taught by Mrs. Talbot. See Carrie P. Kennedy for further particulars. Non-members 75c. Possibly evening lessons also.

DRAMA AND PUBLIC SPEAKING

1st and 3rd Tuesdays, 7 to 8 P. M. with Mrs. Oscar Maillaird Bennett, of University of California Extension Division, who has done such fine work with us before.

SWIMMING — INDOOR GOLF

On the second Tuesday in each month, beginning March 11th, at Y. W. C. A., from 6 to 7 P. M. See Alice Moore for details. Members only.

SENIORS — JUNIOR CHORAL

Last, but by no means least, our own club choral, under leadership of Florence Drake LeRoy, who is directing several choral societies on both sides of the bay.

Meets 2nd and 4th Mondays, 7:30 at 669 11th St.

Breath control and voice development given special attention. Exercises for body poise.

Juniors admitted without charge.

Again take note, that all these activities are free to club members. Your membership card opens the door to all.

Junior members may take any or all courses at half price. Choral free.

MEMBERSHIP CARDS NOT TRANSFERABLE.

NAME .....

ADDRESS .....

SUBJECTS .....

Bryan—Why, of course, Happy, you'll have your hair cut.

Happy—I will not; it is too feminine.

OAKLAND MEMORIAL COLUMBARIUM
(Oakland Crematorium)
MRS. T. B. MORGAN, Mgr.
Howe and Mather Sts.
Oakland
Visitors Cordially Invited to the ORGAN RECITAL Sundays 3:00 to 4:00 p.m. in our Chapel of Memories
Club Member

TAKE NOTICE

The new telephone number for the club is HOliday 6642.

Bessie Wood Gustason
(Bessie J. Wood)
A Woman Undertaker
2850 Telegraph Ave.
Phone Lakeside 49

Colonial Cafeteria Co.
Phone Lakeside 1806
Franklin at Fifteenth
Oakland - California

COPPER SHOP
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Copper
Greeting Cards
Circulating Library
HOliday 2423
Mrs. B. G. Whitaker
Franklin at 19th St.; Oakland

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LINOTYPING
Publications *Printing*
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40812th Street Phone Hollday 3200

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...mento,
...ornia.

BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Five | Oakland, California, April 1, 1930 | Number Forty-nine

CALENDAR FOR APRIL, 1930

SHIP AHOY! ——— Aye, Aye, Sir!

DINNER ON THE MESS DECK

Will be Served at 5 bells, (6:30) Thursday, March 27th
Transfer of the Fleet to the New Command, and
Illustrated Lecture by DR. WILLIAM FREDERIC BADE
the celebrated archeologist.
Price, Pieces of Eight to the amount of $1.50.
See further details on page 2.

LUNCHEON

Thursday, April 3rd, 12:15 P. M. 75c to members.
Speaker: MRS. JULIET JAMES, eminent lecturer,
will take us on our first European journey,
with special attention to Architecture,
its source and development and the marvelous
discoveries in the Valley of Ur.
Non-members, luncheon and lecture, $1.75.

RED JACKET

SUNDAY, APRIL 6th, 3 P. M.
Josephine Swan White, Chairman.
The Romance and History of Red Jacket,
famous Iroquois Chief,
will be related by MISS GEORGIA MAIDEN
Indian Songs, by MISS ELIZABETH HUNT, soprano,
accompanied by MISS WHITCOMB on the clarionet
and MISS COOLEY at the piano.
Also, Lone Eagle, a direct descendant of
Red Jacket, will sing in costume of the tribe.
No charge to members. Non-Members 50c.

EVENING LECTURE

Thursday, April 10th, 8 P. M.
Speaker: MRS. NELENE GROFF GETTELL,
Reading and Reviewing the remarkable late play,
"The Criminal Code"
No charge to Members. Non-Members $1.00.

ROUND TABLE LUNCHEON

Thursday, April 7th, 12:15 P. M.
Speaker: Our President, MRS. TERESINA MORGAN,
Sketching Her Own Business Experience.

EVENING LECTURE

Thursday, April 24th, 8 P. M.
Speaker: DR. RAYMOND G. GETTELL, Univ.of Cal.
in second lecture of his series.
Subject: "Ten Years of the League of Nations."
No charge to members. Non-Members $1.00.
Make Reservation for Nautical Dinner and Luncheons
at Club Rooms, HOl. 6642.
Tickets for Lectures may also be engaged there.

THE BUSINESS AND PROFESSIONAL WOMEN

will enjoy

Remar Cake

WHICH, WE ASSURE THEM, IS THE FINEST CAKE THEY EVER BOUGHT

Try One Today

Golden Sheaf Remar Co.

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President.....Teresina Morgan
Vice-President.....Isabel Dingwall
Secretary.....Edna Stanger
Cor. Secty.....Anne Kennedy
Auditor .....Jessie Frost
Treasurer.....Aino Malinen
Past Officers....Carrie P. Kennedy

Jennie E. Reid
Executive Secretary
Isabel W. Dingwall
Assistant Secretary
1608 Webster St. HOliday 6642

DIRECTORS

Faye Otis Buckley
Clara McKenney
Claudine Detoy
Martha Holmes
Freda Smith
Jean Baird

SECTION CHAIRMEN

Book Review.....Hermine Kruger
Past Officers.....Minora Kibbe
Choral.....Mrs. Leroy, Leader

JUNIOR SECTION

Alma Kofoed.....President
Alice Moore.....Advisor

A MOTORIST'S PRAYER

(From The Outlook)

A motorist's prayer: Teach us to drive through life without skidding into other people's business. Preserve our brake linings that we may stop before we go too far. Help us to hear the knocks in our own motors and close our ears to the clashing of other people's gears. Keep alcohol in our radiators and out of our stomachs. Absolve us from the mania of trying to pass the other automobile on a narrow road. Open our eyes to the traffic signs and keep our feet on the brakes.

GREETINGS TO MEMBERS

Dear Fellow Members, just a word of greeting to tell you how I appreciate your confidence in me. I feel like the grown-up whose little child looks up at her in adoration, confident that she can do all things; however, the grown-up, knowing her limitation and shortcoming, tries to live up to the ideals held by the child in order that her faith may not be broken.

So, I will try to fulfill your expectations, but need the help and cooperation of every club member.

We all have one ideal and that is to make our Club an outstanding one in the community, a credit to business and professional women—giving help to our younger sisters just startng in the field — to do our share of civic duty, and cooperate in helping the less fortunate of our community.

In addition, our Club gives us an opportunity to serve and grow. We can only receive in proportion as we give. Let us be charitable, kind, patient and tolerant with each other, making it possible for all to share in this opportunity to serve and cementing the bonds of friendship and good fellowship which exist between us all.

In unity there is strength. Let us pull together for a bigger and better Business and Professional Women's Club.

Teresina B. Morgan.

NAUTICAL DINNER

Our dauntless ship, OAKLAND B.P.W.C., starts on its annual cruise next Thursday evening, the 27th of March.

Rear Admiral Buckley will turn over the command of the fleet to Admiral Teresina Morgan, who will be assisted on the cruise by Vice-Admiral Isabel W. Dingwall, Purser Aino Malinen, Navigator Edna Stanger, Radio Operator (Sparks) Anne Kennedy, and First Mate Jessie E. Frost.

Lieutenants Faye Otis Buckley, Clara McKenney, Claudine Detoy, Mary M. Barmby, Josephine Holly, and Karin Johnson will assist in command.

Bo'sun Pauline Otis is Master of Ceremonies for the evening, and a rollicking send-off is assured, as we go sailing, sailing, on another glorious adventure.

She will have as assistants Quartermaster W. A. Baldwin, baritone singer, Skipper Musician Caroline Irons at the piano, Ship's Surgeon Bessie Wood Gustason, Cabin Boy Bruce Zoller, in sailor's hornpipe, and "Old Soak" in person.

Jolly "chanteys" have been written by the Bo'sun, and will be thrown on the screen by Skipper Rhobie Irwin, for all of us gobs to sing.

And that the good ship may start its voyage right, our Chaplain, Letitia Andrews, will give the word of blessing.

And then, when the dishes are cleared away, the ship has slipped its moorings and is fairly under way, we will journey with Dr. Bade to the land of Palestine, hear his description of the uncovering of cities long antedating the time of Christ, and see his pictures of the marvelous things they have found of that civilization of long ago.

IN BLOSSOM TIME

It's O my heart, my heart!
To be out in the sun and sing;
To sing and shout in the fields about,
In the balm and blossoming

Sing loud, O bird in the tree,
O bird, sing loud in the sky,
And honey bees blacken the clover beds—
There are none of you glad as I

The leaves laugh low in the wind,
Laugh low with the wind at play;
And the odorous call of the flowers all
Entices my soul away.

For O but the world is fair, is fair,
And O but the world is sweet!
I will out in the gold of the blossoming mold
And sit at the Master's feet!

And the love my heart would speak
I will fold in the lily's rim,
That the lips of the blossom, more pure and meek,
May offer it up to Him.

Then sing in the hedgerow green, O thrush,
O skylark sing in the blue;
Sing loud, sing clear, that the King may hear,
And my soul shall sing with you.

—Ina D. Coolbrith.

AMONG OURSELVES.

We are very grateful to the H. C. Capwell Co. for the interesting window display in honor of Business Women's Week.

Did you see the splendid edition of Aiameda Times-Star fotten out by the Alameda B.P.W.C.?

And what a wonderful entertainment was given by San Jose Club, with something doing every day of the week.

San Francisco League featured a Public Relations Dinner, besides radio talks and addresses at schools and other clubs.

Our own broadcasting over K. L. X. on the opening evening of the week's celebration was a "humdinger".

Glad to report Marjorie MacKellar improving from a recent indisposition.

Caroline Irons is leaving very soon for France, where she will continue her studies at the Sorbonne, and attend the musical festivals in Germany.

Through the cordial cooperation of Mrs. Nettie May Miller the "Bon Voyage" desserts are made possible for our nautical party.

Many thanks to the Soroptomist President for helping us to honor our new President.

The jolly crews of the various ships at the tables will be kept in order by Captains Barndollar, Bussell, Clevenger, Escoffier, Farrar, Gordon, Gustason, Carrie Hall, Carrie Kennedy, Georgia Maiden, McClenegan, McKenney, Otis, Saylor, Swauger, Whittaker and Moran.

The sextant, radio, compasses, Chinese junk, and many of the boats, are loaned by Captain Varly, son of our new member Evelyn Varly, and we are indebted to Learner and Rosenthal for the ship's bell, larboard and starboard lights and other stage properties.

Mr. W. A. Baldwin, of the Southwestern Yacht Club of San Diego, has not only been oud ship's carpenter and dauber, but will act as Quartermaster and soloist.

The Cafeteria has been gay with daffodils from our own roof garden this past week, and did you know that on Wednesdays there is always DATE CAKE? First come, first served.

Every day has its own specially good dish, but we don't know till we get there just what it will be. The Roof Garden is a lovely place to eat, these days.

Mrs. Daisy Pritchard, B. P. W. C. member from Erie, Penn., was a recent visitor. We're hoping she will remain here, and be with us permanently.

And our own Eunice Pritchard was one of the 100 foremost writers of the New York Life Ins. Co. among 14,000 salesmen in the U. S. for February. We're mighty, mighty proud of her.

JUNIOR JOTTINGS

April 1, Tuesday. Business meeting. Come!

April 11, Friday. Rainbow Dance with Thanet Mellick as chairman.

April 15, Tuesday. Social meeting with the new social chairman, Paula Van Gelder, in charge.

April 27, Sunday afternoon, from 2:30 to 5, an informal tea in the club house for prospective members and friends. A cordial invitation is extended to the Seniors.

At a recent meeting Roberta Wright was elected Corresponding Secretary and Hazel Bonnelykke a member of the Board of Directors to fill the vacancies left on the board.

Greetings are extended to our newly initiated members, who are: Vivian Krueckle, June Wiser, Gwendoyn Quinn, Marjorie Stromgren, Theresa Gray, Mildred Shaw, Nan Body, Dorothy Goldstein, Erol Wilson, Paula Van Gelder, Treasure Ward, Rhoda Tagg, and Dorothy Sylvester.

Harriet Bakewell,
Publicity Chairman.

—o—

NO DOUBT

You naughty child. Do you know where little boys go who don't put their money on the collection plate?

"Yes, mam. To the movies.—Le Rire.

—

One To Be Remembered

First Man — Have you ever had a lesson by correspondence?

Second Man (soberly)—Yes, I never write to women now.—Boston Transcript.

—

Nature has given every man two ears and but one tongue as a secret intimation that he ought to speak less than he hears.—Plutarch.

HANDY REFERENCE CALENDAR

MONDAYS—Dancing, 6 to 7 P. M., 1st and 3rd.
Interior Decorating, 7 to 8 P. M.

TUESDAYS—Needework, 6 to 7 P. M., 1st and 3rd.
Drama and Public Speaking, 7 to 8, every week.

WEDNESDAYS—French, 12 to 1:15 P.M. at lunch, 1st & 3rd
Spanish, 12 to 1:15 P.M. at lunch, 2nd & 4th
Choral, 7:30 P.M. at Club House, 1st and 3rd
Swimming and Games at Y.W.C.A. 6 to 7, 2nd
Bridge, 6:30 to 7:30 P. M., 1st and 3rd.

THURSDAYS—Club Luncheon, or Dinner or Lecture

FRIDAYS—Interior Decorating, 7 to 8 P. M.

SATURDAYS—Bridge, 1:30 P. M., 2nd and 4th.

SUNDAYS—Musicales, 1st Sunday.

LATEST NOTES OF ACTIVITIES

LECTURES

We are favored with two Gettell lectures in April, first, reading and review of the much talked-of play, "The Criminal Code", by Mrs. Gettell on the 10th. This is a very gripping play, and with Mrs. Gettell's skillful handling, will be most interesting.

Probably no one on this coast is better able to tell us of the work of the League of Nations than Dr. Gettell. How fortunate we are to be able to get so much information in such an entertaining way without personal effort. All your friends will enjoy these lectures.

After hearing Mrs. James on the 3rd, you will never miss another. She has an indescribable manner of portraying her subject that makes one long for more.

LANGUAGES

The French group are meeting almost every day for practice conversation at luncheon, and Mrs. Warner is always there on Wednesday. Spanish will be given if a class desires it. Now is the time to take advantage of this opportunity. Wednesdays at noon.

DRAMA & PUBLIC SPEAKING

The class is already very enthusiastic, and Miss Florence Lutz, of U. C., will permit non-member students to come to one more meeting only without charge. 1st and 3rd Tuesdays, 7 to 8 P. M.

BRIDGE

Mrs. Hoag is the original teacher of contract bridge in this locality. The next meeting will be Saturday next, the 29th of March, at 1:30. Then every Tuesday, 7 to 8 P. M.

CHORAL

Note change from Monday to Wednesday evenings, 7:30, at club house, 1st and 3rd. Mrs. LeRoy has some fine selections planned. And the breathing exercises are worth a Mint.

INTERIOR DECORATING

The last open meeting will be on April 4th. There is now a large and enthusiastic attendance.

NEEDLEWORK

Women do love to sew, even if they are business women, as evidenced by the large classes with Mrs. Ihrig. Remember 1st and 3rd Tuesdays, 6 to 7 P. M.

DANCING

By special arrangement, Alice Zwillinger will give the exercises at 5:30 P. M., with regular dancing class from 6 to 7 P. M. Mondays, 1st and 3rd.

SWIMMING AND GAMES

See Alice Moore, at the Y. W. C. A. 2nd Wednesdays, 6 to 7 P. M.

SUNDAY MUSICALES

See front page for announcement of April 6th. This is an unusual program of fascinating character. Bring your friends.

COOLEY & PARKER
PRINTERS
907 Franklin Street, Oakland
Phone GLen. 6513

Doc—Arthur is very low this morning.
Pa—Arthur who?
Doc—Arthermometer.

OAKLAND MEMORIAL COLUMBARIUM
(Oakland Crematorium)
MRS. T. B. MORGAN, Mgr.
Howe and Mather Sts.
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Club Member

TAKE NOTICE

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Five | Oakland, California, May 1, 1930 | Number Fifty

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CALENDAR FOR MAY, 1930

LUNCHEON

Thursday, May 1, 12:15. Business Meeting, Important. Budget for the year presented by our Treasurer. Aino Malinen and our Auditor Jessie Frost. Election of Delegates to California League Convention May 10-11, and for Regional Conference of eight states, Seaside, Oregon, June 13, 14, 15.

SUNDAY AFTERNOON,

May 4, 3 P. M. Chairman, Josephine Swan White.
An Afternoon with Hawthorne.
Mrs. Bela Sias, our talented club member, will give us Word Pictures from "The Great Stone Face".
Music accompanying it arranged by Mrs. White.
Songs, by Mrs. Ethel Parkinson, contralto.
accompanied by Mrs. Parleton.

DINNER

Thursday, May 8, 6:15 P. M.
Program charge of Team No. 1, Ella Saylor, Chairman
BOOK REVIEW. Latest Biographies, Hermine Kruger.
The Testament of Happiness, by Robert Bridges.
Poet Laureate of England, by Bird M. Wilson.
Notable Late Fiction, by Elsie Cross.

STATE LEAGUE CONVENTION

Saturday and Sunday, May 10, 11, at San Jose.
Our National President will be there.

ROUND TABLE LUNCHEON

Thursday, May 15, 12:15 P. M.
Family Discussion of What We Would Most Like to do.
Music by Sylvan Quartette.

DINNER

Thursday, May 22, 6:15 P. M.
Speaker: Mrs. Bessie B. Greene, of Sacramento.
Subject: What Astrology Is and What It Can Do For Every-day Living.
Songs, Miss Myrta Lacy, K. L. X. soloist.

LUNCHEON

Thursday, May 29, 12:15 P. M.
Speaker, our own member, Hermine L. Kruger.
Subject, "Stories of Human Interest".
Music fflurnished by our member, Mrs. Howard.
Make reservations for places at table; also for conventions. HOl. 6642.

BUSINESS WOMENS HERALD

Official Publication of the
BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

Laura E. Pinkston....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. Hol. 6642

Issued every month in the interests of the Business and Professional Women's Club.

Subscription Price $1.00 per year

Entered as second class matter, Jan. 17th, 1927, at the post office at Oakland, California, under the Act of March 3, 1879.

OFFICERS

President.....Teresina Morgan
Vice-President.....Isabel Dingwall
Secretary.....Edna Stanger
Cor. Secty.....Anne Kennedy
Auditor .....Jessie Frost
Treasurer.....Aino Malinen

Jennie E. Reid
Executive Secretary
Isabel W Dingwall
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DIRECTORS

Faye Otis Buckley
Clara McKenney
Claudine Detoy
Mary Barmby
Josephine Holly
Karen Johnson

SECTION CHAIRMEN

Book Review.....Hermine Kruger
Past Officers....Carrie P. Kennedy
Choral.....Mrs. Leroy, Leader

JUNIOR SECTION

Alma Kofoed.....President
Alice Moore.....Advisor

LET US GO CONVENTIONING

Oakland undoubtedly is the finest convention city known, but this year we must go elsewhere, and how jolly it will be to go away from home, and have no responsibility except to enjoy the feast spread before us.

We know how wonderfully San Jose club entertains, and this time they plan to out-distance all previous affairs, as our National President, Miss Marion McClench, is coming all the way from her home at Ann Arbor, Michigan, to meet us at the State League Convention. She will not be able to visit the individual clubs, so we are fortunate that she will be so near at San Jose that we can all go there to meet her.

The convention opens on Saturday morning, at Hotel St. Claire, and is in session all day, with the crowning banquet on Saturday evening, at 7 o'clock. Let us have at least 100 members at that banquet.

On Sunday morning at 8 o'clock an Emblem Breakfast will be given, under the leadership of Mabel Dye, of Alameda Club. These are always inspiring meetings. After a Board Meeting and informal luncheon a ride around Santa Clara Valley will be given the visitors.

Let's help Annie Woodall make this an outstanding event in our club life, as she retires from the presidency, and let us give the incoming president a royal welcome. And let us be there in such numbers and with such enthusiasm that our National President will know that Oakland club is living up to its reputation, still "making good."

Then plan your vacations to include the three days at Seaside, Oregon, June 13, 14, 15. Seaside is the ocean resort for Portland, you know, a lovely place, and delightful weather at that time. One can go by boat, train, automobile, bus, or airplane. It's a lovely drive, and a very easy one over perfect roads.

The clubs from eight western states will convene there, under the direction of Annie Woodall, Regional Director. Several speakers from the National Federation will attend, and a program of greatest interest arranged. These conferences take the place of the national convention on alternate years.

See Mary Belle Guber for details as to accommodations, and transportation.

These are two real treats to enrich our summer.

The National Federation, in the furtherance of its esdorsement of the policy "A High School Education for Every Business Girl", as a foundational measure for its slogan "Better Business Women for a Better Business World", gave marked attention last week, in all the clubs of the federation, to Public School Week. Programs were arranged in connection with the schools, and special attention called to the scholarship funds administered by all business women's clubs. The California League of Business and Professional Women took an active part in the observance of these programs throughout the State of California.

JUNIOR JOTTINGS

Tues. May 6. The regular business meeting of the section. Plan to attend.

May 10 & 11. The annual convention of the Calif. League of BPWC in San Jose. As the first Junior section to be organized in the state let us make a fine showing at this meeting.

Friday, May 16. The Garden Dance. Frances Kofoed as chairman.

Tuesday, May 20. The seventh birthday of the club will be celebrated with a dinner meeting. Cards announcing details will be sent members. Save the date.

Our Recording Secretary, Gwendolyn Quinn, has been elected president of the Sigma Beta Chapter of the Delphian Society. Congratulations to you, Gwen.

Two of our members recently changed their names, our Treasurer, Dorothy Sahlman, now signs her name Mrs. Eugene Nissen. Wanda Planer is now Mrs. Herman Nielebeck. The best of good wishes are extended to both couples from the club.

Harriet Bakewell,
Publicity Chairman.

—o—

We do not count a man's years until he has nothing else to count.—Emerson.

AMONG OURSELVES.

The Sylvan Quartette, composed of Mrs. A. H. Swanson, violinist, Mrs. Theo. Smith, whistler, Mrs. Arthur Spooner. pianist, and Mrs. Jennie Reid (our own), soprano, so delighted us with their music at the dinner on the 24th, that we prevailed upon them to favor us again at the Club Family Luncheon on the 15th.

—

Miss Myrta Lacy, well known soloist with K. L. X., has been secured for our dinner by Freda Smith.

—

Mrs. Greene has made a deep study of astrology, and will give us a most interesting and entertaining talk, besides being a charming woman to meet.

—

CONDOLENCE

Our loving sympathy is extended to three of our club members to whom sorrow has come in the last month, to Mrs. Whittaker in the passing of her husband; to Mrs. Carrie Hall, in the loss of her sister, and to Mrs. Ada Angel, in the death of her mother.

—

You just can't keep your eye on Mary Cambpell. She no more than returned from flying to Modesto, than she whisked away to the Grand Canyon with the Camera Club, getting to the very deepest depths, and seeing all the wonders and grandeur.

—

Can you imagine Gladys Barndollar, a grandmother? The young lady, Shirley Diane Holtzmann, arrived in time to be in the 1930 Census.

—

Mabel Saylor Davidson has just returned from a month's honeymoon trip, and we rejoice over another "club husband". Do hope he'll like his club family.

—

The Choral Section is working hard now for the program in June. It's not too late to join. Second and fourth Wednesday evenings, at 7:30, at the club house. Mrs. LeRoy has some wonderful breathing exercises, in addition to the fine vocal work.

Bridge, dancing, needlework, French, public speaking, dramatic and interior decorating are all spinning along with much enthusiasm.

—

And have you been at the cafeteria these lovely summer days, to enjoy a meal in the roof garden? Mrs. Lovett is still on the job with date cake and scores of goodies to tempt you.

—

How shall we ever thank Bekins sufficiently for their continual kindness? Such willing and generous service at almost every party we have. To Mr. Bekins, and to our good member Victoria Escoffier, our sincere appreciation.

—

Do you recall that Bugs Baer about a year ago when Lindy was married, said that Lindy's record flights were over now, as a man couldn't make them and take half a dozen trunks, eleven hat boxes and a lawn mower along. In the light of recent events, don't you think apologies are due to Mrs. Lindy?

—

Mrs. White is giving us a pleasing variety in our Sunday afternoon programs, and on May 4th an entirely different one has been arranged. Mrs. Sias is an accomplished reader, and Hawthorne's story will have an added interest in her presentation. With the lovely music planned, a delightful afternoon is promised. These are without charge to club members. Non-members 50c.

—

Business women are not so new in our country, after all. Even in colonial days they entered business which were far more suitable to men than women. For instance: Mistress Gale in Philadelphia and Sarah Goodwin in Boston did chair caning. Mary Emerson sold furniture, both new and second-handed, did joiner's work, and silvered mirrors. Sarah Lancaster was a "sive-weaver" and HANNAH BEALES carried on her father's business of netmaking and advertised that she could "supply any person with . . . horse-nets, pigeon-nets, minny nets, casting nets, billiard table pockets, and nets of every sort."

Ann Page carried on a turner's business in all its branches, viz., for carpenters, joiners, chairmakers, etc., . . . moulds for wagon, cart and chaise-boxes and bench screws. Also iron turning for the West Indies, and mill spindles. N. B.—Spinning wheels are also made, mended, and sold at reasonable rates."

Elizabeth Franklin, sister-in-law of Benjamin Franklin, was a soapmaker and tallow chandler. Her husband had been engaged in the manufacture of "Crown soap," which, to judge from Mistress Elizabeth's advertisements, must have been a very superior sort of soap. The business of making "the true art of Crown soap," she tells her readers, "is now carried on by Mrs. Elizabeth Franklin at the postoffice, Boston, where they may depend upon being supplied with that which is good, and hard soap, wax and tallow candles by wholesale and retail for families or shipping."

Margaret Paschal carried on a business as cutler, Elizabeth Russell, coachmaker, Sarah Jewell, ropemaker, while Mary Salmon of Boston informs the public that she "continues to carry on the business of horse-shoeing, as heretofore, where all gentlemen may have their horses shod in the best manner, as also all sorts of blacksmith's work done with fidelity and dispatch."

—

118 new industries in the East Bay in 1929, a new one coming every three days in the year. Watch us grow.

—o—

Barber—And now my little man, how do you want your hair cut?

Hissem—With a hole on top, like Shorty's.

—o—

Some folks wash their faces
Each morning at the sink,
But I use a drinking fountain
And do it while I drink.

—o—

Danny—Alex, why do you call your car "True Love"?

Alex—Because true love never runs smooth.

—o—

Jocko—The Minstrel show sure had a happy ending, didn't it?

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of Business Women's Herald, published monthly at Oakland, Calif., for April 1, 1930, State of California, County of Alameda, ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Bird M. Wilson, who, having been duly sworn according to law, deposes and says that she is the Managing Editor of the Business Women's Herald, and that the following is, to the best of her knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations.

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher Business & Professional Women's Club, 1608 Webster Street; Editor (Mrs.) Laura E. Pinkston, 2932 E. 16th Street; Managing Editor (Miss) Bird M. Wilson, 315 E. 19th Street.

2. That the owner is:

Business & Professional Women's Club, an incorporated body, a non-profit organization, having no capital stock; the officers of which are: Pres. Teresina B. Morgan, 4401 Howe St., Oakland; Vice-Pres. Isabel W. Dingwall, 116 Lake St., Oakland; Oakland; Vice-Pres. Mary Campbell, 30 Grand Avenue, Oakland Secy. Edna Stanger, 2986 Northwood Dr., Oakland; Treas. Aino Malinen, 1100 57th Ave., Oakland.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are none.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

BIRD M. WILSON,
Editor and Business Manager.

Sworn to and subscribed before me this 1st day of April, 1930.

(Seal) W. T. McSORLEY, Notary Public.
(My commission expires October 19, 1929.)

A book review has long been promised in the evening, instead of Saturday afternoon, so this is the time selected, that all club members might enjoy them as much as the section group does.

Dr. Barmby is recovering finely from her accident, and we are so glad to have her able to be with us again.

Mrs. Talbot is also on the road to recovery, we are glad to report.

Our president, Mrs. Morgan, has been conventioning at Los Angeles for a few days.

Sorry more of our members could not get away on April 30th, to accept the invitation to visit a session of the Governor's Council at Sacramento, and have tea with the Governor's wife, arranged for the B.P.W.C. women through Dr. Teresa Meikle, of San Francisco League.

Due to the crowded calendar imemdiately ahead, with two conventions, and many club members going away, the Gettell lectures will be postponed for a time, the exact dates to be announced later.

Pa—Clifton, if you wanted to go to the Bay, why didn't you ask permission.

Cliff—Because I wanted to go.

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TAKE NOTICE

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CALENDAR FOR JUNE, 1930

Mabel Kuss, Program Chairman

LUNCHEON.

Thursday, June 5th, 12:15 P. M.

Quarterly Business Meeting.

SUNDAY PROGRAM

Sunday, June 8th, 3 P. M.

Josephine Swan White, Chairman.

Mrs. Florence Drake LeRoy will direct the singing by
B. P. W. C. Choral of San Francisco,
B. P. W. C. Choral of Oakland,
Court Golden Gate, Catholic Daughters of America,
Choral.

Solos: Eleanor Nielsen, Oakland Junior B. P. W. C.

Violin Solos: Miss Mildred Seypohldt,
Artist Pupil of Arthur Conradi.

Reading: "Sandalphon", by Longfellow,
Josephine Swan White,
Accompanist, Myrtle Holtzman,

Reception, Club Officers and Members,

DINNER.

Thursday, June 12, 6:15 P. M.

Speaker: Professor Chauncey McGovern,
Dean of College of Criminology of California.

Subject: Crime in the United States, its causes and Cures.

Also, Talk on Pacific Coast Aeronautical Exposition by Mr. W. P. Butler, Managing Director.

Vocalists: Mrs. Herbert L. Smith, Contralto,
Miss Helen B. Frahm, Soprano.

LUNCHEON.

Thursday, June 19th, 12:15 P. M.

Speaker: Mrs. Sarita Stubblefield,
World Traveler and well-known club woman.

Subject: Facts and Fancies about Japan.

DINNER.

Thursday, June 26th, 6:15 P. M.

Speaker: Mrs. Henrietta Horton Kapp,
Lcturer and Writer on Home Decoration and Travel.

Subject: How to Make the Home Livable.

Vocalist: Mrs. Orrin Kip McMurray, Soprano.

Phone for reservations, HOl. 6642, for luncheon and dinners

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Laura E. Pinkston... Editor & Bus. Manager
[illegible] W[illegible] ..... Associate Editor
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JUNIOR SECTION

Alma Kofoed.....President
Alice Moore.....Advisor

AN OPEN DOOR OF FRIENDLINESS

In Chicago there is one latch-string out every Sunday afternoon during the winter months, and that is in the beautiful quarters of the Chicago Woman's Club.

A program is provided for an hour, after which refreshments are served. Sometimes it is a bird talk, or songs and readings; sometimes a short play, sometimes a serious talk. Then during the social hour everyone seeks to get acquainted. It is especially designed for the older men and women who find Sunday afternoons rather lonely, and many are the instances of being lifted from an atmosphere of dreariness to one of uplift and hope, from this sharing of hospitality.

THREE WISHES FOR OUR BRIDES

Three brides among our club members in the past few weeks prompt the copying of the following from Good Housekeeping:

"I wish you Happiness — —
Not just the kind that bubbles up,
But happiness that is a quiet peace
Within your heart.
Trials may come —
They always do, but somehow
They will go away because that peace
Of happiness is there.

I wish you Faith — —
Not the fair-weather kind of faith,
But faith that faces the blackest sky
And says, "I trust".

I wish you Understanding,
So many dreams are shattered, petal-like,
Because we do not see the other side.
If we would open our self-blinded eyes
We would see what they see; and, seeing,
We would understand.

My three wishes for you,
I do not wish you Fame, or Power, or Gold,
But I think what share of these
That comes your way,
Will be the brighter and the dearer,
And still more sweet,
Because these other three belong to you."

(Kathleen Gardner.)

All this and more we wish for our dear brides, Mabel Saylor Davidson, Marian Gordon Baldwin, and Ella Saylor Brooks. And as all three "club husbands" have already proven their friendliness for our club, we welcome them most heartily into our club family.

JUNIOR JOTTINGS

Tuesday, June 3. Th regular business meeting. Business of importance will be transacted.

Friday, June 13. The Collegiate Hop with Olga Hansen Planer as chairman. The plans for the affair give promise of its being a wonderful event.

Tuesday, June 17. A social meeting with a good time in store for everyone.

Wedding bells are to ring soon for Carolyne Beadle who is to become the bride of Ottmar Friz. Our very best of good wishes go to the young couple.

Treasure Ward is now wearing a lovely diamond on her left hand. Every good wish to Treasure and her future husband.

Vacations are in our midst again. Phylis Norman went places and saw lots, in other words she travelled all the way to Chicago. We'd like to hear all about it Phyllis.

Greetings to our newest members, who are: Marina Ham, Elvera Ham, and Helen West.

Wasn't it nice to see two of our past presidents, Laurie Shultis and Alice Bouchet, at our birthday dinner?

Harriet Bakewell.

—

HANDY CALENDAR

JUNE 5—Luncheon
Business Meeting.

JUNE 8—Sunday
Musicale and Tea
3 P. M.

JUNE 12—Dinner.
Professor McGovern

JUNE 19—Luncheon
Lovely Japan

JUNE 26—Dinner
Mrs. Kapp
Mrs. McMurray

AMONG OURSELVES.

The State League Convention at San Jose was all that was anticipated, and more. Miss Marion McClench, our National President, won all hearts, and the installation ceremony was beautifully impressive. The San Jose girls once more proved their marked ability, and by the time the inspiring Emblem Breakfast was over, everyone was filled with the spirit of good will, and the desire to forward our organization.

Now the next important thing in our National program is the Regional Conference at Seaside, Oregon, June 13, 14, 15. How many of us can plan our vacation at that time, and attend? The drive up Redwood Highway is a marvelous vacation in itself, and a day on the Columbia River Highway is the only rival to our own California beauties. Then think of meeting our sister club members from the eight far western states. It's a miniature National Convention, and a chance to get much better acquainted, with our own Annie Woodall to guide the conference. Very reasonable rates are made at the hotels at Seaside. Let Mrs. Morgan know that you will go.

Sorry so few of us could attend the Richmond Club birthday dinner. Theirs is a very active club, and their meetings wonderfully interesting. It is a real joy to visit back and forth with our neighborclubs.

Another series of activities is being planned by Faye Buckley and her committee for the fall season. She know's now what is best liked by our members, and we are sure to have some fine things.

The P.O.'s thoroughly enjoyed the hospitality of Dora Cooley and Nell Dockery at their new home near Danville last Sunday. It is growing lovelier every day by their efforts. The esays submitted by Mills College girls for our prize were read with much interest, while loafing under the chestnut trees.

Did you notice in the Tribune that Miss Vesta Sonne, who won our $50 prize at Mills College last year, has just been awarded a teaching scholarship at Bryn Mawr, and will go there to teach next year? Aren't we happy and proud to have assisted so capable a young woman in her chosen career?

S. O. S. Mrs. White says we simply must have home-made cake at the "Tea" on June 9th, and asks those of our members who think they can make good cake to prove it by bringing in a cake then. And please let her know in advance.

HEAR YE! Coleman's studio makes us the generous offer to take the photograph of any club member free of charge for the prints for newspaeprs. Now please respond to this, that we may have some fine new pictures for publicity purposes. The newspaeprs have dumped all our old ones into the wastebasket: hence no pictures appearing of late.

Have you heard of the Children's Little Theatre, started by three of our talented members, Josephine Swan White, Alice Zwillinger, and Mrs. Bela Sias. The initial program was given in our auditorium on last Saturday. A splendid idea, and none better to carry it out.

So glad to learn that Myra Cohan is improving finely after a serious automobile accident.

Alice Irwin is Club News Editor of the Herald. So please send any items concerning club members to her.

It doesn't seem possible, but the food at our Cafeteria is really better than ever. If you could just see the strawberry shortcake, and the marvelous vegetable plate luncheon, and hear the scramble for date cake and cherry pie! Yum! Yum!

Mrs. Warner is back again, and French is in full swing at the lunch hour. And isn't the roof garden a joy these days?

Isn't it an enticing program for the closing Sunday Program of the spring season? The rafters will truly ring with all the chorals. We are greatly indebted to Mrs. LeRoy for bringing to us the members of San Francisco B.P.W.C. Choral and the Catholic Daughters of America Choral, as well as Miss Seypohldt, the gifted pupil of Arthur Conradi on the violin. Then our own Junior, Eleanor Nielsen, and Mrs. White's delightful contribution, will make a program long to be remembered. tI has been some time since we've had a chance for friendly visit over a cup of tea, too. Remember, 3 o'clock Sunday, June 9th.

Mabel Kuss has arranged a fine program for June, covering a wide and interesting range. Mrs. Kapp, who speaks on the 26th, has made a life study of art. In her association with Marshall-Field and Barker Brothers as lecturer and decorations adviser she has reached over half a million people. She has but recently returned from Europe, wher she gave special attention to Art Moderne.

Mrs. Orrin K. McMuray, who will sing for us on that occasion, is too well known to need description. We shall indeedbe favored on that evening, to hear her exquisite voice.

Professor McGovern is a noted student of criminology, and a lecturer and writer for years on subjects concerning the education of prisoners, in the effort to develop creative expression in normal lines, the cause of crime and its cures. He is also a handwiting expert, called into courts in famous trials where forgery is charged, and his experiences along those lines make a fascinating tale.

—o—

In New York 25 young women investigators are to be employed by the police department, at a salary of $3000 a year, in an effort to prevent juvenile crime. They will keep watch of children who show wayward tendencies; seek to get them into different boys and girls clubs, and lead them into busy lives in helpful lines. And so the new lines of interesting work for women develop.

NEW STATE OFFICERS

The fololwing were elected at the convention to guide our State League for the ensuing year:

President, Dr. Florence May Morse, of Los Angeles.

1st Vice-Pres., Maude E. Empey, San Jose; 2nd Vice-Pres., Dr. Irene C. Jenkins, Richmond; Recording Secy., Christine Leonard, Berkeley; Corresponding Secy., Helen C. Hughes, Los Angeles; Treasurer, Ethel M. Johnstone, San Francisco; Directors at Large, Bessie Wood Gustason, Oakland, Lillian A. Stark, Alameda, Mabel I. Graham, Gilroy, Mildred C. Rogers, Santa Cruz, Lelah L. Butts, Santa Rosa, Della Whitaker, San Leandro, and Maude Rouse, Oceanside.

Dr. Morse will represent California at Geneva, Switzerland, when our National Good Will representatives meet with the women of 14 other countries to discuss an International Federation of B.P.W.C. And on her return, about the middle of September, will hold the first Quarterly Meeting of the League in Oakland, when it is our privilege to be hostess. Won't it be thrilling to hear all about the meeting at Geneva?

Our members are already scattering to the four winds on vacation trips. Eloise Cushing left Thursday for the Soroptomist convention in London, and then she and her sister will motor over the continent for a few weeks. Knowing Eloise as a driver, we'll not be surprised to hear that she has made the top of Mt. Blanc with Henry Ford's latest.

Then Dr. Swauger is away on a "round the world" tour lasting several months and Carrie Hall goes part way.

Gladys Barndollar and Grace Coleman are conventioning to Philadelphia, and Caroline Irons will study at the Sorbonne in Paris during the summer.

Mabel Little and Amy Kirkendall spent a happy week at Pacific Grove recently.

Mary Barmby will attend the National Convention of Librarians at Los Angeles this month, with nothing to do but enjoy it, she says. What do you bet they press her into service?

Mary Belle Guber will go with her daughter and family to Palo Alto for a couple of months, to see how they like it "down the peninsula", and Edith Bakewell and Harriet will occupy the Marshall's home here during their absence, and revel in the garden. So you'll find the Bakewell's at Mrs. Guber's phone number.

Mrs. Reid will be away for a month, part of the time at Blue Lakes in the Sierras. During her absence Mrs. Alling will "carry on" at the club rooms.

Laura Pinkston has been visiting her daughter in Los Angeles, before it got too hot down there.

Who won the prize for selling the most tickets at our theatre party? Why, Clo Rogers, of course. As it was gotten up too late for announcement in the Herald, and so many of our members consequently knew nothing of it, Carrie Kennedy has been requested to get up another one soon. The play was screamingly funny, and we all laughed and grew——thin!

Congratulations, that a woman of our State, Mrs. Marie Benjamin Strassburger, has been appointed State Registrar of Vital Statistics.

Within 24 hours after receiving a master's degree in public health at U. C., she was appointed by the State Director of Public Health to the above position.

Before studying for her master's degree she was for some years a school teacher in Glenn County and at Danville.

—o—

The Santa Fe Railroad Co. has 36 girl guides in its employ, who conduct parties of sightseers on excursions thro Indian settlements in New Mexico. Sometimes the trips last for several days, and the girl guide has the entire responsibility of seeing that the party is comfortably fed, sheltered and entertained. She must know the customs and traditions of the tribes visited, and be able to deal with the Indians diplomatically, while entertaining the visitors.

Jocko—I am tempted to report you.

Dennis—Yield not to temptation.

OAKLAND MEMORIAL COLUMBARIUM
(Oakland Crematorium)
MRS. T. B. MORGAN, Mgr.
Howe and Mather Sts.
Oakland
Visitors Cordially Invited to the ORGAN RECITAL Sundays 3:00 to 4:00 p.m. in our Chapel of Memories
Club Member

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The new telephone number for the club is HOliday 6642.

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(Bessie J. Wood)
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Colonial Cafeteria Co.
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IFORNIA

BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Five | Oakland, California, July 1, 1930 | Number Fifty-two

THE BUSINESS AND PROFESSIONAL WOMEN

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CALENDAR FOR JULY, 1930

LUNCHEON

Thursday, July 3, 12:15 P. M.

Speaker: Hermine Kruger.

Subject: Stories of Human Interest in connection with Club Work.

SUNSET SUPPER

Arranged by Freda Smith and Blanche Stedman.

Thursday, July 10, 6:30 P. M.

At the Canoe House in Lovely Lakeside Park.

Campfire Cooking, Games, Songs,

Boating in the Moonlight!

Easily reached by streetcar to 22nd and Perkins. then walk in the park just beyond the Ducks' dining-room, and there you are.

ROUND TABLE LUNCHEON

Thursday, July 17, 12:15 P. M.

Speaker: Clara McKenney.

Subject: Vocational Experiences.

DINNER

Thursday, July 24th, 6:15 P. M.

Program arranged by Team No. 3, Hermine Kruger, Chairman.

Second Evening in Series of Review of Modern Literature.

Norton J. Morgan—Modern Biographies

Mrs. L. Mitcheltree—Recent Fiction

Josephine Swan White—Poetry

Ada Porter—Current Events

Make Reseravtions for all, and especially the Picnic, or you may have to go hungry. HOl. 6642.

BUSINESS WOMENS HERALD

Official Publication of the

BUSINESS AND PROFESSIONAL WOMEN'S CLUB, INC.

Laura E. Pinkston....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. Hol. 6642

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Choral.....Mrs. Leroy, Leader

JUNIOR SECTION

Alma Kofoed.....President
Alice Moore.....Advisor

PROGRESS

Forty acres and a mule
Used to be the farming rule.
Came the scientific pen,
Forty square feet and a hen.
More advances do we see,
Forty inches and a bee.

Louisville Courier-Journal.

—

FEELING FOR IT

Husband (feeling a twinge in the back while he is tuning in the wireless receiver): "I believe I'm getting lumbago."

Wife:—"What's the use, dear? You won't be able to understand a word they say." — Epworth Herald.

JULY 4th

Our Country! First beloved by the Mayflower Pilgrims as a place of political and religious freedom, undeterred by the hardships and desolation of the stern New England shores.

Wrested from a foreign power by the loyal Colonials, and formed into a union of States, to be governed by the people themselves.

Wracked by civil war, when brother fought brother, in the struggle to preserve that union.

To-day, a vast domain, a power among nations, and as President Hoover says, "not merely a union of States, but a spiritual union of ideals for ALL people."

Our Country! Loving peace, and let us hope, a maker of peace for all countries.

SPECIAL NOTICE!

The Cafeteria will be closed during July.

Mrs. Lovett wishes a vacation, and Mrs. Reid's health will not permit her to resume such duties, and so many club members are away on vacations, the Directors on Thursday evening last decided to close for the month. This will also give opportunity for some housecleaning.

The Thursday meetings will be held however, as per calendar announcement.

No meeting on July 31st.

—

JUNIOR JOTTINGS

Tuesday, July 1. Business meeting of real importance, plan to attend.

Tuesday, July 15. Social with surprise features.

Friday, July 18. Junior Dance. In order to maintain a high standard of our dances please see that you give your bids to only those who are responsible persons. Our dances have always been beyond reproach and we must keep them so; cooperate with your club in carrying this out. Your friends must have a bid in order to gain admittance to the dances.

Sunday, July 20. A hike is being planned for this day, no definite plans have been made as yet, but members will receive word concerning the time and the place, etc.

Eva Chiesa and Josephine Damaschino are meeting all the movie stars down in Hollywood and Agua Caliente while on their vacations, according to cards received from them.

A postal from Thanet Mellick tells us she is enjoying the beautiful country in the Northwest and British Columbia.

Alma Kofoed and Isabelle Racouillat are enjoying the thrills of Yosemite.

Juanita Pearson came back from her vacation with a real sun tan complexion which she got while in Lake County.

Harriet Bakewell,
Publicity Chairman.

—

Miss Hitch, a club member from Salt Lake, and Mrs. Taylor, from North Dakota were visitors on last Thursday evening, and brought cordial greetings from their clubs.

—

Last Thursday's program was another outstanding one. Mrs. McMurray's singing and Mrs. Kapp's talk will long be a joy in remembrance.

AMONG OURSELVES.

Annie Woodall is still continuing the good work of organizing clubs, while Dr. Morse is in Europe. She drove 2700 miles in going to the Regional Conference at Seaside, Oregon, visiting clubs along the beautiful Redwood Highway, and returning via Alturas and over the mountains to Reno, conferring with the business women's clubs there. She goes to Chicago for a meeting of the Executive Board of National B.P.W. C., then to Gary, Indiana, for another Regional Conference, stopping at Elko, Nevada, on return trip to visit the club there. Last week she conferred with groups of business women in several places, preliminarily to forming clubs. She reports a very happy time at Seaside, with attendance from eight States.

* * *

Save the date, Saturday, September 13th, for a notable Quarterly Meeting of the State League, when we will act as hostesses and hear Dr. Morse's reports of the meeting at Geneva.

* * *

Mr. and Mrs. Otis have been taking a honeymoon trip "thirty-five years after" by motor to Portland and Seattle and side side trips along the way.

* * *

Alice Irwin and Rhobie leave July 5th for the "Land of the Midnight Sun", via Skagway and White Horse Pass. They promise not to stay too long, no matter how attractive.

* * *

We have always known how high-minded our librarian members were, and now Mary Barmby, ola Mitcheltree and Anne Kennedy have proved it by flying to Los Angeles to National Convention of Librarians. Laura Pinkston flew back from there a short time ago, and Claudine Detoy has also taken to the air, so it looks like most of us would be up in the air soon.

* * *

Carrie Kennedy and Hermine Kruger drove down to Santa Barbara for a week's rest (?), and came back looking lovelier than ever.

Mary Campbell has been sojourning at a delightful ranch near Niles.

* * *

Dr. McGilvray will take a party of friends in her car to Tahoe over the 4th.

* * *

July is a vacation month for many of our members, but for those who are at home a lovely set of programs has been arranged by our program chairman, Mabel Kuss, and Team No. 3, with Hermine Kruger in command. Every one has a note of special interest. which no one will want to miss.

* * *

Isn't it fine that our "club husbands" are so willing to be helpful? Take note that the husband of our president will contribute to the program on the evening of the 24th.

* * *

The next issue of the Herald will be gotten out by the Juniors. Look for a snappy one.

* * *

Look for details of the Evening of Music in the newspapers later, but with Rudolphine Radil at the head, we know it will be delightful from start to finish; worth hastening home for a day in advance of vacation's ending.

Can you imagine anything more enjoyable than a picnic supper by the open fire, in a sheltered corner of Lakeside Park, with a glorious sunset sky illuminating the Piedmont hills, and later campfire stories and games, and songs, and boating by moonlight? You'll never know you are in the heart of a city.

Mrs. Morgan asks that during the vacation season each member who is in town shall constitute herself a reception committee of one at our meetings. Visitors arrive, with no one to greet them, and wander around the building for awhile seking the right room. We're not really ill bred, are we?

Elsie Stolz of the Yellow Lantern, has been among the notables visited by bandits, but fortunately suffered no loss other than fright.

Mrs. Stubblefield gave us such an interesting account of her experiences in Japan, from a very unusual angle. Hope she will come again, when all can hear her. She very kindly allows us to print the following, from her valued copy brought from Japan:

'Rules of the Road and Hints to Motorists.

(Printed in English and Japanese)

1. At the rise of the hand of policeman, stop rapidly. Do not pass or otherwise disrespect him.

2. When passenger of the foot hove in sight, tootle the horn. Trumpet melodiously at first. Then tootle with vigor, and express by word of mouth the warning, "Hi! Hi!"

3. Beware of the wandering horse, that he shall not take fright. Go soothingly by him.

4. Give space to the festive dog that makes sport in the roadway. Avoid entanglement of the dog with your wheel spokes.

5. Go soothingly on the grease-mud, as there lurks the skid demon. Press the brake of the foot as you roll round the corners to save the collapse and tie-up."

—o—

Public Health Service quotes Surgeon Genral Cummings on the subject of vacations, as follows:

"If you can possibly afford it, you owe it to yourself and to those with whom you are associated in your homes or in your business to get away for a change of surroundings for a few weeks during the year. It is not necessary that you go long distances, but it is necessary that you get out in the open. A vacation is the time set aside for the building up of that reserve of health and bodily vigor necessary to carry you through the long period of work which must follow. So get away from home. Forget your home. Forget your family. Forget your business, — for the time being, and come back refreshed in body and spirit, ready for anything the year may bring."

—o—

CALENDAR

July 3—Luncheon.
July 10—Picnic Supper.
July 17—Round Table Luncheon
July 24—Dinner of Book Review

VACATION TIME.

I want to get out in the country
Away from the dust and grime,
And wrap my arms 'round a crooked tree,
And climb — and climb — and climb!

I want to get out in a new plowed field,
Where the world and sky are big,
And fill my hands with the steaming earth,
And dig—and dig—and dig!

I want to get out in an open place
Where my soul can see the sun,
And drink deep draughts of the scented air,
And run—and run—and run!

I want to get up on a high, high hill.
Beside a bubbling spring,
And lift my arms to the God of Life.
And sing—and sing—and sing!

I want to get out 'neath a forest's dome,
Oh, far and far away,
And kneel beside a purple pool,
And pray — and pray — and pray!

Wilma E. (aged 15)

—o—

HELP FROM HOME

A young descendant of the Hebrew race was broke in a large citp. He wired his father thusly: "Dear Father: I am in the city and am broke and have no friends. What shall I do? Abe."

The father wired back: "Dear Abie: Make some friends quick. Your father.'" — Okla. Whirlwind.

—

"Is Sanford a healthy town?" asked a stranger and prospective citizen.

"It sure is," replied the native. "Why when I came here I couldn't utter a word. I had scarcely a hair on my head. I hadn't the strength to walk across the room, and I had to be lifted from my bed."

"That is wonderful," exclaimed the stranger. "How long have you been here?"

"I was born here."

WOMEN IN POLITICS

We have two women as governors of states. Eight women are now members of the House of Representatives, and 149 are members of state legislatures. If Ruth Hanna McCormick wins in the next election in Illinois, she will be the first woman elected to the Senate in our country.

But not by election to office alone must the influence of women in politics be measured. In the government departments in Washington women executives head the U. S. Employees Compensation Commission, the Home Economics, the Women's Bureau, and the Passport Division.

And to each one of us women comes the responsibility of voting intelligently. Let us discuss political problems as non-partisans, looking to the common good rather than to the advancemnt of any party or person. If each woman's organization could bring this about in her own community among the women voters, how soon do you think gang politics would fall into the discard?

—

The teacher asked little Abie to give a sentence using the word "diadem."

After much effort, Abie turned in the following: "People who drove onto railroad crossings without looking, daidem sight quicker than those who stop, look and listen."—Exchange.

—

Timid Wife (to husband who has just fallen asleep at the wheel)—I don't mean to dictate to you, George, but isn't that billboard coming at us awfully fast?

—

Stranger: "I represent a society for the suppression of profanity. I want to take profanity out of your life and—"

Jones: "Hey, mother! Here's a man who wants to buy our car!"

—

"Sandy, I dinna like the way ye drive so close to the car ahead. An' it's night, too."

"Whisht ye, woman. Dinna ye ken that I can turn off ma headlights that way an' save the battery?"

Sitto — Has the Scotchman bought the gasoline station?

Dtto—Well, the free air sign is down.

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